

# BRANDTIME CORPORATE WALL SYSTEM

Time and Identity. United in one timeless design



Callea  
TRIESTE  
Design



## CONCEPT

**BrandTime transforms time into a distinctive signature: a design wall clock integrated into a decorative panel** that showcases your company's **logo and visual identity**.

**An exclusive piece**, designed for **receptions, meeting rooms, executive offices, and contract spaces** that wish to communicate **professionalism, style, and corporate values** in a single installation.

Each project is **handcrafted in Italy**, using **recycled PET with high sound-absorbing properties**, to enhance not only the **acoustic comfort** but also the **visual impact** of the space.

**BrandTime can be fully customized** in size, finishes, colors, and graphics, ensuring perfect integration with the client's **architecture and brand identity**.

## KEY BENEFITS

- **Enhances brand value:** corporate logo integrated into an iconic design piece.
- **Improves acoustic comfort:** high-performance sound-absorbing panel.
- **Tailor-made design:** fully customizable in size, shape, finishes, and colors.
- **Sustainable:** made from recycled and recyclable materials with a low environmental impact.
- **Communicates the company's ESG values.**



## CIRCULAR INTELLIGENCE

**BrandTime** was born from a conscious choice: the panel is made with **at least 60% recycled PET** sourced **from post-consumer bottles** within a fully traceable supply chain.

Each installation is a **tangible act of sustainability**, certified and completely recyclable, without compromising on aesthetics or innovation.

Every year, more than **500 billion plastic bottles** are produced, yet only a small fraction is truly recycled.

A single installation of two **60x60 cm panels** corresponds to the recovery of around **50 bottles**, transformed into design and acoustic comfort.

## ESG – RESPONSIBLE DESIGN

**BrandTime** is not just a design element: it is a **tangible symbol of corporate commitment** towards ESG goals.

- **Environmental:** made from recycled PET, with **certified traceability** and a low environmental impact.
- **Social:** enhances acoustic comfort, creating healthier and more productive environments.
- **Governance:** CalleaDesign has begun implementing the TrackIT project promoted by ICE, which provides for product authentication on the **blockchain**. Once completed, this system will ensure **certified transparency and traceability for every piece**, further enhancing the origin and quality of our production.







#### ACOUSTIC ABSORPTION

Certified according to UNE-EN ISO 354:2004

Weighted sound absorption coefficient:  $\alpha_w$  up to 0.90

Classification according to EN ISO 11654: Class A

#### COMPOSITION

100% PET, minimum 60% from recycled plastic bottles

#### FIRE RESISTANCE

EN 13501-1+A1: B-s2, d0

#### ENVIRONMENT

100% recyclable

Low VOC (Volatile Organic Compounds) content

Complies with the European REACH regulation

Turn your space into a brand manifesto.

Contact us for a customised project

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