BRANDTIME CORPORATE WALL SYSTEM

Time and Identity. United in one timeless 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.

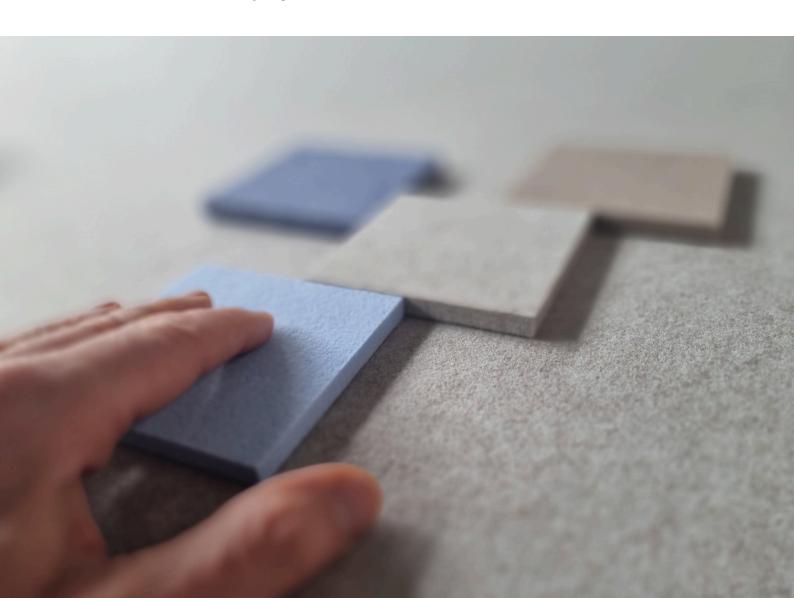
An exclusive piece, designed for receptions, meeting rooms, executive offices, and contract spaces that wish to communicate professionalism, style, and corporate values in a single installation.

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.

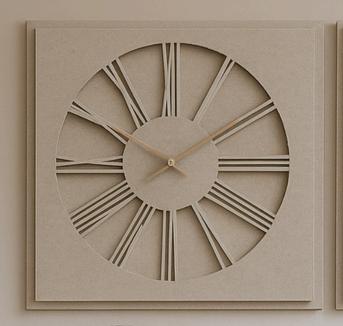
A single installation of two **60x60 cm panels corresponds to the recovery of around 50 bottles**, transformed into design and acoustic comfort.

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.





Callea TRIESTE Design



ACOUSTIC ABSORPTION

Certified according to UNE-EN ISO 354:2004 Weighted sound absorption coefficient: aw 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 tel. +39 040 0646810 info@calleadesign.com www.calleadesign.com