

mactac® product spotlight



Challenge

Produce and install colorful, highly durable and graffiti-resistant wide-format graphics on outdoor food kiosks located along the MetroLink public transportation subway.

Customer

Swift Print Communications, St. Louis, Missouri
Bi-State Development Research Institute, St. Louis, Missouri

Application

Wide-format graphic installation on outdoor food kiosks

Solution

Mactac REBEL® H and SAG Anti-Graffiti Films

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Project Summary

Jumping at the chance to bring bright colors, aesthetic appeal, and healthy food choices to those who ride the St. Louis MetroLink above-ground subway, Swift Print Communications recently produced and installed brightly colored, eye-catching Wide-Format graphics on two outdoor food kiosks in just 10 days.

The unique project was requested by the Bi-State Development Research Institute, a nonprofit enterprise of Bi-State Development and the Missouri Foundation for Health. The organization's mission is to improve quality of life in North St. Louis County, and the food kiosks were intended to help bring that mission to life by offering transit riders and residents healthy food options in areas where healthy food is traditionally limited.

Teaming up with Werremeyer Creative, a marketing and graphic design agency also based in St. Louis, Swift Print Communications knew they needed to produce something with dimension and color pop. To achieve the look they needed, the team chose Mactac's Rebel® H multi-print media, printing the graphics on an Océ Arizona 550 XT UV flatbed printer from Canon Solutions America.

"We chose Rebel H for its bright white point, which is night and day compared to other products, and helps the graphics really pop," said Shawn Fogle of Swift Print Communications. *"There was a repeating pattern in the graphic, and we had to make sure the color was correct. Without question, Rebel H helped with that because we knew what color was being printed."*

Swift Print then brought in Mactac's SAG Anti-Graffiti Films to ensure the colorful graphics would last as long as possible and resist both UV fade and graffiti.

"Because we used a UV printer, we needed to make sure the laminate used would work well with the inks," Fogle added. *"Most laminates aren't made for UV printing, so choosing Mactac's anti-graffiti laminate was vital, as we didn't want outgassing from the UV inks to create bubbles in the laminate."*

After printing and laminating, Swift Print cut the final graphics to various sizes for the install, which took less than 24 hours.

Rebel H multi-print media is known for its high initial tack and lasting strength. It is designed for interior and exterior marking and signage applications. Pairing Rebel H with SAG Anti-Graffiti Films provides added durability and ultimate protection against graffiti, scratches, tagging, and more. SAG Anti-Graffiti Films are optically clear and feature a super smooth finish.

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