

mactac® product spotlight



Challenge

Create a highly durable, large-scale interior mural using graphic material that offers a paint-like appearance and adheres to brick surfaces.

Customer

Central Graphics, Akron, Ohio
Streetsboro Fire Department, Streetsboro, Ohio

Application

Interior brick wall

Solution

Roughrap® wall wrapping media
and Rayzor™ overlamine

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Project Summary

The Streetsboro Fire Department in Ohio wanted to honor the life-saving work of its firefighters by incorporating an inspiring display of artwork within its fire station. An exposed interior brick wall presented the perfect canvas. Seeking a mural with a paint-like appearance without using paint, the department turned to Central Graphics, a print, production, and graphics installation shop in Akron.

Central Graphics led the department straight to Mactac® Roughrap® RR100 wall wrapping film. They knew the material would sink into the wall and offer a painted look and better longevity and protection than paint with the addition of the Mactac Rayzor™ overlamine. Artist Jessica Lofthus was commissioned to design the art for the 11-foot by 12-foot wall graphic, and Central Graphics printed it using a large-format Epson® printer.

"Our team knows the Mactac materials so well now, and we have used the Roughrap product often and love it – we knew it was the best product for this application," says Dave Soulsby, President and CEO of Central Graphics. *"Pairing it with the Rayzor overlamine is the best combination because the laminate melts with the media and gives that extra protection when people brush against the wall or touch it."*

The installation took an unexpected turn when the installer team found that the paint on the station's newly painted brick wall hadn't fully cured before they installed the graphic. The graphic was redone, and the completed application was perfect.

Roughrap is a paint-like wall wrap media for applications on brick and rough textured surfaces. A 2.0 mil cast gloss white high-performance vinyl with an aggressive permanent adhesive, Roughrap is known for its excellent conformability and strong bond. When used with the highly conformable 1.5 mil Rayzor overlamine, Roughrap/Rayzor combination graphics offer durability of up to five years outdoors and seven years indoors.

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