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Challenge

Transforming Akron's Traffic Boxes with Mactac Graphics

Customer

Central Graphics, Akron, Ohio

End User

City of Akron Public Art Program

Application

Outdoor Traffic Signal Box Wrap

Solution

Gruv™ 7 Print Media

Rayzor™ Matte Overlamine

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Project Summary

What was once ordinary street infrastructure is now helping brighten neighborhoods across Akron. Through a collaborative public art initiative led by the City of Akron Public Art Program, local artists of all ages have transformed 20 high-visibility traffic signal boxes into vibrant works of art.

The project drew inspiration from a successful traffic box art installation in nearby Stow and was championed by Summer Hall of the City of Akron. After receiving more than 60 artist submissions, the team selected 20 winning designs to represent neighborhoods throughout the city. Each artist received compensation for their work, helping foster local creativity while enhancing public spaces.

The Challenge

For the production and installation team at Central Graphics, every wrap needed to look exceptional while enabling a fast, efficient installation process. Traffic boxes sit at busy intersections where minimizing disruption is critical. Installers were completing an average of three to four box wraps per day, making ease of application and reliability essential.

The boxes also presented real-world surface challenges. Although they cleaned the surfaces with alcohol before installation, they were not always perfectly clean, so the graphic film needed dependable adhesion and conformability.

The Mactac Solution

Central Graphics selected: Mactac Gruv 7 Print Media & Rayzor Matte Overlamine

The team completed production using an Epson SureColor S60600L solvent printer, Seal laminators, and a Colex Sharpcut finishing system.

The combination delivered outstanding print quality, smooth installation, and a durable matte finish that enhanced the artwork while protecting it from the elements.

Why Mactac?

The installation team specifically requested Mactac based on previous experience and confidence in the product's performance.

Key benefits included:

- Smooth, efficient application for time-sensitive installs
- Strong adhesion, even on less-than-perfect surfaces
- Durable performance for outdoor environments
- Clean removability for future updates and maintenance
- Premium appearance with Rayzor Matte Overlamine

"For a project like this, installation speed and reliability are everything. We specifically requested Mactac because we knew it would lay down smoothly, adhere well even on challenging traffic box surfaces, and deliver the premium finish the artwork deserved. Rayzor Matte gave the graphics a beautiful look, and the product helped us keep installations moving efficiently in busy city locations." - Dave Soulsby, Central Graphics

Community Impact

Beyond beautification, the project demonstrates how public art can positively impact neighborhoods. According to Summer Hall, public art creates more engaging community spaces, encourages residents to explore their neighborhoods, and gives artists meaningful opportunities to showcase their work.

Each wrapped traffic box includes an informational label and QR code, allowing residents and visitors to learn more about the featured artwork and the artist behind it.

With the success of the initial installations, the City of Akron is already planning a second phase of the program, bringing even more public art to additional traffic boxes throughout the city.

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