

mactac® product spotlight



Challenge

Finding a replacement for competitive materials

Customer

Nick Basile, Mixed Media Concepts, Middlesex, NJ

Application

Temporary signage, trade show graphics, indoor/outdoor promotional signage, mounted signage, and general-purpose Wide-Format print work

Solution

GRUV 4 - Intermediate Vinyl Media with Air Egress Liner

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Customer Story

When Mixed Media needed a dependable everyday vinyl for short- to medium-term signage, Nick turned to Mactac Graphics GRUV™ 4 after experiencing challenges with other competitive materials. Since making the switch, GRUV 4 has become a trusted option for the company's temporary signage, trade show displays, mounted graphics, and fast-turn projects where print quality, availability, and ease of use matter.

Nick highlighted the product's true matte finish as a major advantage, especially for trade show environments where overhead lighting can create unwanted glare. He also noted that GRUV 4 printed consistently across latex and UVgel production, delivering strong results as Mixed Media transitioned equipment.

"GRUV 4 has become our go-to everyday vinyl for temporary signage. The matte finish is a true matte, so it works really well for trade show signage under bright lights without glare. It prints fantastic, and when we moved from latex to our Colorado printer, the print quality stayed phenomenal. For short- to medium-term indoor and outdoor signage, it has been a great-performing, competitively priced material that we know we can get when we need it."— Nick Basile, Mixed Media Concepts.

GRUV™ 4 is available in gray with permanent or removable adhesive and features air-egress technology for quick, easy installation on wall graphics and signage. Supporting a broad spectrum of graphic applications, this film can be used to create everything from cost-effective short-term to medium-term indoor and outdoor signage on flat and simply covered surfaces. Compatible with solvent, latex, and UV Wide-Format printing.

Did you use Mactac material on a recent project?

Contact mactac.americas@mactac.com to have your story featured!

For more information regarding Mactac products or graphic solutions, call 866-622-8223, or visit www.mactac.com/graphics.



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