

Mactac® Product Spotlight



Challenge: Transform the Sundance Institute's office environment into a creative and inviting space with high-end textured wall graphics

Customer: HP
Sundance Institute

Application: Rich, textured wall graphics for lobby and conference area of office space

Solution: Mactac IMAGin® DecoMural™

Project Summary:

The renowned Sundance Institute, a non-profit organization that actively advances the work of independent storytellers in film and theatre, was looking to transform its office space into a creative and inviting space. As a preferred vendor of HP, Mactac was approached to supply the print media for two large walls spanning from the Sundance lobby to its conference room area. The end results are representative of a valued partnership that left the Sundance Institute team ecstatic with their space.

As the project unfolded, Mactac was challenged to not only select a substrate that was easily installable but also fit the décor of the Sundance office space. To bring the concepts to life prior to installation, Mactac supplied sample swatches to allow the Sundance team to see firsthand how several embossing and design patterns looked within their space. Mactac also provided different adhesive combinations with technical specs to offer peace of mind for long-lasting graphics. Ultimately, Mactac's IMAGin DecoMural, a medium-textured media, was selected for its unique finish. The graphics were printed on a HP Latex 3500 printer resulting in clean and rich-looking graphics.

"Sundance was ecstatic with the results of the project," said Brian Daniel, Solutions Architecture, HP Inc. *"It has made their space more inviting and creative."*

Mactac IMAGin DecoMural is a non-woven textured vinyl ideal for providing a long-term textured wall mural to any smooth wall. With reputable features including ease of installation and scratch resistance, DecoMural offers indoor durability up to 5-7 years. DecoMural can be UV ink jet, latex or solvent printed for high-end graphics in applications such as hospitality or home décor, museum exhibits, artist prints, retail and more.

If you have completed a project using Mactac materials and would like it to be featured, submit your project to mactac.americas@mactac.com. For more information regarding Mactac products or graphic solutions, call 866-622-8223, visit www.mactac.com/graphics or visit www.theapplicationnation.com.