

Mactac® Product Spotlight

Challenge:

As a very large facility, Stevens Creek Church was challenged with having a cost-effective visible message at each entrance without detracting from the original space.



Project Summary:

Stevens Creek Church, a religious organization located in the heart of Augusta, Georgia, has a mission to love God, love people, and serve the world. When Stevens Creek's Augusta Campus decided to advertise their 2016

Christmas series/campaign, they encountered a challenge. The church wanted to create eye-catching graphics that would lead members and visitors into the church, as well as build excitement for the attendees' experience, all while remaining cost-efficient and true to their values and mission.

The church noticed the numerous large, blank walls within the building that could serve as beautiful accent walls during their holiday campaign. Was it possible to create a cohesive, inviting, and eye-catching visual experience without the pressures of unforeseen costs, time restraints, and technical difficulties? Stevens Creek knew they would need to turn to the industry expert— Mactac.

"Mactac is a dependable, innovative brand known for their graphic and adhesive solutions," noted Jeff Brotherton, Stevens Creek Church's Lead Artist. "After talking with the team, we agreed to use the Mactac ROODLE due to its ease of installation and removal, and how well it adheres to wall surfaces. It doesn't even curl when exposed to varying temperatures, as most other brands do! This will be crucial for us as the church prepares to heat the building during the winter months."

ROODLE printable media features a removable adhesive ideal for tiled wall murals, indoor and outdoor signage, bumper stickers and graphics. ROODLE is designed for removable graphics meant to be printed flush to the edge. Stevens Creek worked with CommuniGraphics, a 20-year-old family-run company located in North Augusta, South Carolina, to print their design on ROODLE adhesive. CommuniGraphics specializes in screen print, embroidery and signage with a history of excellence and remarkable service, making them a perfect partner for the printing job.

The completed project allowed the church to tie in the same fonts and images used in their printed materials, confirming the church's commitment to their message, vision and brand. ROODLE can add a punch of color to an otherwise blank wall, and by periodically changing a company's message or images, can revive and refresh or provide new direction for all inhabitants of the space.

While Stevens Creek found that decorating large spaces can be a challenge, with Mactac's easy adhesive application, it took the guesswork out of the entire process. As an organization with constantly changing messages and verses, the ability to remove ROODLE graphics at the start of a new campaign relieves the pressure other permanent adhesives add.

Customer: Stevens Creek Church

Application: Applied ROODLE as wall paper and die-cut graphics on Stevens Creek Church's walls

Solution: Mactac® ROODLE™

Mactac®

Product Spotlight

Stevens Creek offers contemporary services with messages that can be applied to everyday life. Since the church prides themselves on being a welcoming organization with a mission to help individuals take the next step, Stevens Creek appreciated Mactac's dedication to helping their church take the next steps as a modern organization with a focus on community.

"We're most excited about how we can utilize our space in the future with Mactac's help," said Pastor, Kevin Lloyd. "Instead of looking at our walls as an intimidating amount of space to decorate, we now look at each wall as a blank canvas that can be used to help our church grow and develop. We want to use adhesive graphics, like ROODLE, to direct, inform and inspire people as they move through our church and their spiritual experience."

Not only was Lloyd impressed with the eye-catching die-cut graphics and seamless wall paper application in the new space, but also how quickly, efficiently and professionally Mactac handled the interactions with leaders in the church. *"Their representatives made us feel extremely valued and appreciated as new customers. They helped us strategically tackle an unanticipated project with ease, and we owe our thanks to their unmatched product, ROODLE."*

Mactac ROODLE is a 6.0-mil semi-rigid matte vinyl media designed for UV screen, latex, solvent-based ink jet and off-set printing. Available in 54" x 100' rolls, ROODLE's thick vinyl facestock accounts for easy installation, with or without an overlamine, and features an aggressive, removable acrylic pressure-sensitive adhesive and Mactac's high-performance 90# SuperFlat™ release liner.

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

