

MACtac® TAKES YOU THERE.

Product Spotlight



Challenge: Temporary installation of promotional graphics featuring bold, colorful geometric shapes with the durability to withstand high-traffic areas and cold temperatures

Project Summary:

The Quicken Loans Arena (The Q) hosted an exclusive event that would allow fans of the Cleveland Cavaliers basketball player, Kyrie Irving, to purchase Irving's first signature shoe before they hit retail shelves. The Q planned The Kyrie Irving Experience event in support of Irving's partnership with Nike in the making of the signature shoe. As a long-term partner to The Q, providing signage and banners for the Cavaliers for more than 21 years, Central Graphics was enlisted to help install a panel of window and floor graphics for this special event.

The goal was to create outside window and floor graphics striking enough to grab attention and lead attendees to the event. The challenge was that Central Graphics needed to utilize products that could be installed during Cleveland's cold temperatures with the ability to be removed one day after the event. To meet the needs of this project, as well as a very tight deadline, Central Graphics relied on MACtac and used MACtac's REBEL RB599R with PERMACOLOR LUV- matte finish and IMAGin StreetRAP with a PERMACOLOR PermaFlex overlamine.

As a result, passing citizens and fans outside found a sleek black and white graphic beneath their feet on the concrete that read, "Introducing The Kyrie 1" with footprints, a Nike swoosh and Irving's new logo. The graphic footprints were facing The Q's windows, which displayed impressive graphics of Irving in motion with a basketball in hand. The windows also displayed Irving's bold logo for his signature shoe.

REBEL RB599R is a high-performance 4.0-mil clear gloss removable vinyl for digitally produced or screen-printed labels, decals, markings, point-of-purchase displays and signs for indoor and outdoor use. For ultimate results, PERMACOLOR LUV overlamine provides superior protection and color enhancement with fast, efficient results, quick wet-out and non-silvering properties. Available in gloss, matte and lustre.

IMAGin StreetRAP is an easy-to-print 3.4-mil matte film that's designed for short-term graphic promotions for specialty applications such as unsealed, indoor and outdoor pedestrian concrete, asphalt or cinder block surfaces. PERMACOLOR Permaflex is a product specifically developed for short-term outdoor floor graphics applications that offers high slip resistance required in exterior pedestrian walking areas.

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.

Customer: Central Graphics Group,
Quicken Loans Arena & The Cleveland Cavaliers

Application: Indoor/outdoor floor and window graphics

Solution: MACtac® REBEL® RB599R; PERMACOLOR® LUV™ - matte
IMAGin® StreetRAP™, PERMACOLOR® PermaFlex®

"We are very satisfied with the MACtac products used on this project," said Jeff Loofboro, managing director, Central Graphics. "MACtac's REBEL was used for the easy next day removal. The StreetRAP used adhered to the concrete and provided the slip resistance we needed for our outdoor floor graphics," added Loofboro. "As always, MACtac was just a phone call or a visit away to work through installation questions with us."

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Customer Name

Company

Title

Phone Number

Email

Please provide a brief overview of the project:

What MACtac product(s) were used in the project?

Why did you choose MACtac products for this particular job?

Can you submit imagery of the installation process and completed project upon request?

Submit this form to MACtac.Americas@MACtac.com