

# Mactac® Product Spotlight



**Challenge:** To convert an everyday office wall in a high-traffic area into an inspirational message board for employees to share ideas with one another.

**Customer:** Central Graphics Group  
AKHIA

**Application:** Interior Wall

**Solution:** Mactac MACmark® wallCHALKER™

## Project Summary:

AKHIA, a public relations and marketing communications firm located in Hudson, Ohio, kicked off an internal initiative known as “ThinkFive” which encourages employees to commit to spending five minutes a day bettering themselves. Seeking engaging ways to inspire employees to get involved, AKHIA reached out to the Mactac Distributor Products team.

Partnering to brainstorm a solution, it quickly became clear that a sign or mural wouldn’t be enough to create excitement among employees. Wanting something “more,” the team came up with the idea of using Mactac’s MACmark wallCHALKER to create a chalkboard wall that would allow employees to share their “ThinkFive” commitment with the entire agency.

“We wanted a solution that would keep the ‘ThinkFive’ idea top-of-mind, while also inspiring our employees to stay committed to their pledges,” said Jessica Forrester, Senior Copywriter at AKHIA. “Our team brainstormed many ways to do so, and the idea of a chalkboard wall seemed the most engaging—and the most fun. We felt as though a chalkboard wall would help employees remember their pledges—while also allowing them to change or add to their pledges as time goes on.”

To give wings to “ThinkFive,” Central Graphics of Cuyahoga Falls, Ohio, came in for the installation. Central Graphics, a firm specializing in production and installation of graphics, signs and wraps for a wide variety of applications, expertly completed the installation in just a few, short hours.