

Mactac® Product Spotlight



Challenge: The Cleveland Cavaliers basketball team is larger-than-life with promotional graphics that were installed quickly and removed easily.

Project Summary:

The Cleveland Cavaliers and Quicken Loans Arena (The Q) wanted to bring the excitement of the NBA finals to the streets to engage both Cleveland Cavaliers fans as well as the local community as they went “All In” for their hometown team. The Q and the Cleveland Cavaliers looked to their trusted, long-term partner, Central Graphics, to help install the various panels of window graphics featuring the Cleveland Cavaliers basketball team throughout downtown.

The goal was to create larger-than-life window graphics that looked as though you were facing the players head on. One series of window panels measured 81” x 122” and brought much-deserved attention to the project from passersby as the windows were being prepared for installation. To meet the needs of this project, Central Graphics relied on Mactac and used Mactac’s REBEL RB529R with PERMACOLOR ColorGard LUV Series matte finish overlaminates.

As a result, the eye-catching graphics appeared on five window panels throughout the city of Cleveland. The community and fans alike were “greeted” with graphics of their favorite players as they passed by.

“The window graphics went up like a dream and removed easily afterwards,” said Dave Soulsby, owner, Central Graphics. *“We always appreciate the availability of our Mactac team to assist with questions or challenges we may have during the installation process. This project was loved by all who were involved.”*

REBEL RB529R is a 4-mil soft; non-top-coated, opaque gloss white polymeric stabilized vinyl coated with a clear removable adhesive for digitally produced or screen-printed labels, decals, markings, point-of-purchase displays and signs for indoor and outdoor use. For ultimate results, PERMACOLOR ColorGard LUV overlaminates provides superior protection and color enhancement with fast, efficient results, quick wet-out and non-silvering properties. Available in gloss, matte and lustre.

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
The Cleveland Cavaliers

Application: Window Graphics

Solution: Mactac® REBEL® RB529R;
PERMACOLOR® ColorGard™ LUV with a matte finish