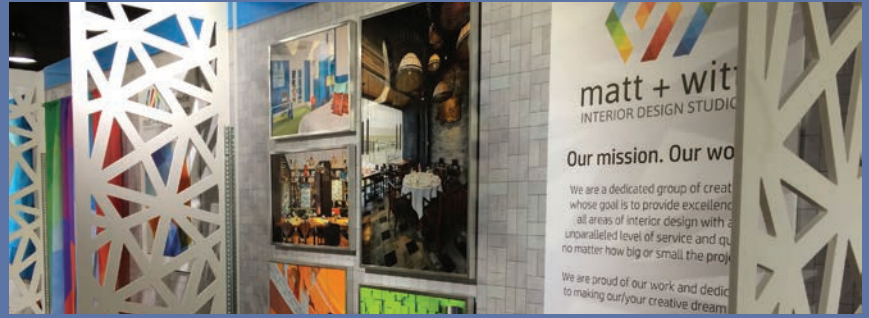


Mactac® Product Spotlight



Challenge: Refresh an entire Graphics Experience Center with brand-new graphics in only eight days.

Customer: HP, Inc.
Application: Wall graphics, floor graphics and general signage
Solution: Mactac® IMAGin® JT5828R, PERMACOLOR® PermaFlex® PF6300, PERMACOLOR® PermaFlex IP6200 and REBEL® RB528H





Project Summary:

You only get one chance to make a first impression. That is why when HP, one of the United States' largest global information technology companies, was looking to refresh their Graphics Experience Center they leaned on the workhorses of the printing industry, Mactac's REBEL RB528H, IMAGin JT5828R, PERMACOLOR PermaFlex PF6300 and PERMACOLOR PermaFlex IP6200.

The goal was to refresh an area of the HP office and demo center where visitors can experience the different technologies HP offers. They also wanted to provide visitors with an engaging area to interact with their product. With an extremely tight eight day deadline to print and install a variety of wall graphics, floor graphics and other signage, HP looked to Mactac to provide a high-quality solution to help reinvent the Graphics Experience Center.

"Timing was by far our biggest issue," remarked Craig Schultz, Customer Experience and Operations Manager of the HP Graphics Experience Center, HP. "We needed a high quality solution that would print fast, be durable and be installed quickly. The Mactac team was great during the whole process. We went to them with a problem and they worked with us from start to finish, helping find the best product, organizing installation and ultimately finding the perfect solution."

HP decided to use a variety of Mactac products.

| Product | Features and Benefits | How it was utilized by HP |
|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
|  by MACTac® JT5828R | Intermediate printable vinyl film designed for applications on flat to slightly curved surfaces. | Used for all of the wood floor graphics. |
|  PF6300 | Textured vinyl laminate provided slip resistance when used as a floor graphic laminate. | Laminate solution for the normal foot traffic areas in the experience Center. |
|  IP6200 | 5.0-mil polycarbonate laminate provided maximum durability and protection. | Laminate used on the floor where pallet jacks will be used. |
|  MULTI-PRINT MEDIA RB528H | 4.0-mil white matte face stock with a clear permanent high-tack adhesive for hard-to-adhere-to surfaces. | Used for the brick wall graphics that proposed some adhesive issues for HP. |

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This combination of high-quality printing solutions provided HP with the durability and quality they needed, without sacrificing time on printing and install. Miller Decal, who handled the installation, had to work quickly, but with Mactac's product and guidance, the team made the deadline and created a beautiful new space for HP customers.

"We are very thankful for the relationship we have with Mactac and are proud to showcase their products here at the HP Graphics Experience Center," Schultz said. "Their product recommendations and help with the install were really the reasons we hit this tight deadline. The feedback was great for all of the graphics, and for all of our customer tours and events we are sure to mention Mactac as the provider of the vinyl and laminate. Mactac has been a great partner and we look forward to working with them on new and upcoming projects."

If you have completed a project using Mactac materials and would like it to be featured, fill out this form and 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.

