

Mactac®

Product Spotlight



Challenge: To position Cocoa Beach Ale House as a local and tourist hotspot with a long-lasting wall wrap showcasing a vivid finish

Project Summary:

Jus Wrap It, a subsidiary company of Car Audio Cocoa, was established in the vibrant tourism city Cocoa, Florida, in 2014 and specializes in vehicle wraps and signs. A local and tourist favorite, Cocoa Beach Ale house, contacted Jus Wrap It, expressing an interest to liven up a bland wall in their outdoor space, which faces numerous major hotels. After several conferences with the Cocoa Beach Ale house owners, and the graphic design team at Jus Wrap It, the concept for the outdoor sign was born. All these two businesses needed was a reliable graphic product, and that's when Mactac became involved.

Customer: Jus Wrap It
Cocoa Beach Ale House

Application: Exterior Aluminum Wall Cooler

Solution: Mactac® REBEL™ High Tack

"We requested several different samples for the project and Mactac went out of their way to overnight us samples," said Ron Ramsey, owner of Jus Wrap It, "and by far it was the best material for the job."

Mactac REBEL High Tack was used to complete this 73" in height and 28' in length project, covering an entire wall of the Cocoa Beach Ale House building. REBEL High Tack was chosen by Jus Wrap It because of its ability to stick to low-energy surfaces, which can always be a challenge. Although the most challenging aspect of the installation was ensuring each panel lined up correctly to the last, the final result of the wall graphic turned out to be lively and vivid, expressing the atmosphere of the city of Cocoa Beach.

"We feel extremely positive about this change," said a Cocoa Beach Ale House employee. "We are ecstatic to see the transition of this bare wall transformed into a living canvas."

Mactac's REBEL High Tack is a 4-mil soft, economical, high bond, multi-print, high-opacity adhesive that sticks to just about everything including low VOC wall paints, powder coated paints, polyethylene and more. The durable flexible vinyl allows for excellent outdoor durability for up to five years. This high-tack, high strength, permanent bond can help deliver a single-source solution for any print media challenge.

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.

