

Product Spotlight | Walls, Windows



B-free
BUBBLE FREE DIGITAL MEDIA

REBEL
MULTI-PRINT MEDIA

ColorGard
DIGITAL PS OVERLAMINATES

ROODLE

MACmark

Challenge

Creatively rebrand an iconic Chicago hot dog stand with interior wall and window graphics that tell a visual story of the restaurant's fun and unique history.

Customer

Graphic Alliance, Inc., Palatine, Illinois
America's Dog & Burger, Chicago, Illinois

Application

Interior wall and window graphics

Solution

Mactac B-free® Frosted Window Films, REBEL® H,
ColorGard® LUV Matte, IMAGin® ROODLE™,
MACmark® 8300PRO and Premask ST1054/ST2048

mactac 



Project Summary

Many have said the hot dog is to Chicago what the pizza slice is to New York. And, for Manolis and George Alpogianis, founders of America's Dog & Burger in Chicago, preparing and serving Chicago's favorite foods has been a family tradition for three generations. The Alpogianis brothers currently own and operate four America's Dog & Burger locations. Upon deciding their East Randolph Street location needed an interior makeover, the brothers called the experts at Graphic Alliance, a full service marketing firm and go-to source since 1998 for Chicago-area graphic design, printing, vehicle wraps, and more.

The brothers wanted the plain white walls and glass windows transformed into a visual storyboard of the restaurant's fun and unique history, which like previous Alpogianis generations, included inspiration from a great American Road Trip. Graphic Alliance set out designing, printing and installing larger-than-life historic landmarks and family photos for the new-and-improved restaurant interior.

With a number of application surfaces to consider, Graphic Alliance partnered with Mactac® for all the project's graphics media needs.

- For the front window and glass surface at the cooking counter, they chose **B-free® Frosted Window Films** (JX5796MBF). These industry-leading window films eliminate wrinkling and bubbling and allow for the increased speed of dry application on windows.
- For the graphics on the subway tile wall, they opted for Mactac's high-tack **REBEL® media** (RB528HW54L150) with **ColorGard® LUV** matte overlamine (LUV8254). REBEL H multi-print media is known for its high initial tack and lasting strength. It is designed for interior and exterior marking and signage applications. Adding superior protection and color enhancement, ColorGard LUV provides fast, efficient results, quick wet-out and non-silvering properties.
- To make smaller cut letters on the doors, the team went with the **MACmark® 8300PRO Series**. MACmark 8300PRO is designed for general purpose and promotional signage on flat to moderately curved surfaces. It has good dimensional stability and excellent cutting and weed ability.
- Finally, to create a unique brick finish that would replicate the walls of their other restaurants, the Graphic Alliance team used **IMAGin® ROODLE™** (RO628) printable media with ColorGard™ LUV matte overlamine. ROODLE features a removable adhesive perfect for tiled wall murals, indoor and outdoor signage, bumper stickers and graphics. It is designed for removable graphics meant to be printed flush to the edge.

All cut letter graphics also utilized Mactac's **ST1054 and ST2048 Premask**. Graphic Alliance printed the graphics using the company's 64" Roland SOLJET Pro 4.

“I've printed and installed a number of interior restaurant graphics throughout my career and if you don't pick the right material, it can be a catastrophe,” says Eric Grossman, CEO of Graphic Alliance. **“Mactac's material is exceptional and their sales team does a phenomenal job helping customers understand what media works best for each application.”**

Grossman notes there were several challenges his team needed to overcome with this project – from finding a material that looked like painted brick to the tight timeframe to complete and the need to install all the graphics in one day, while the restaurant was open for business.

“Eric and his team handled and executed the project and our vision beautifully. Graphic Alliance has tremendous experience and the final result fully met our expectations,” adds Manolis Alpogianis.

Did you use Mactac material on a recent project? Contact mactac.americas@mactac.com to have your story featured! For more information regarding Mactac products or graphic solutions, call 866-622-8223, visit www.mactac.com/graphics or visit www.theapplicationnation.com.

