

New & Expanding Market Opportunities

**Window, Wall and Floor Graphics
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Summary

- There are exciting new markets for digitally printed graphics powered by businesses that want to reach their customers by using new creative advertising ideas.
- The technology of digital graphic materials has advanced to create new markets for floor, window, and wall graphics into retail stores, shopping malls, trade shows, sporting events, educational facilities, hotels, corporate offices and government agencies.

Why Windows, Walls & Floors?

- The vast majority of this market is for temporary graphics that can be designed for customer's specific marketing campaigns that can be sold again and again for every new campaign.
- We need to stop thinking in terms of a “one time sale” but instead design an “advertising program” on a monthly or quarterly basis.
- The inexperienced salesperson sells a onetime solution. The experienced salesperson designs and sells an ongoing advertising campaign that changes around the customer's specific marketing program or advertising campaign.



What Are The Markets For Window, Wall & Floor Graphics?

- Largest Markets
 - Shopping Malls & Retail Stores
 - Sporting Venues
 - Conventions & Trade Shows
 - Hotels, Bars & Restaurants
 - Museums
 - Corporate Events
 - Healthcare and Wellness Campaigns
 - Any customer, large or small, that has a window, wall or floor where a graphic can be applied



Floor Graphics Are HOT!



Follow me to L.L.Bean

Follow me to L.L.Bean



Going to Ground

A roundup of floor- and street-graphic projects

By Steve Aust

Digital printing's evolution has turned previously lifeless, blank walls into large-format backdrops for graphics that provide curb appeal. Coupled with well-designed banners and wraps, they generate revenue or cultivate a vigorous atmosphere.

However, floor graphics have lagged somewhat behind their vertical brethren. End users, property managers, designers and other stakeholders, in an environmental-graphics plan, perceive customers don't generally glance towards their shoes (although public addiction to mobile devices is probably changing that). Also, materials used for floor-graphics applications must meet slip-resistance safety standards and avoid glare that detracts from the advertising message.

Floor graphics certainly provide advantages. They share the low CPM of all on-premise signage, plus POP signage's proximity has been proven to greatly influence buying decisions. And, the red water/blue water theory ascribed to successful fishing also applies to graphics. In a marketplace saturated with more conventional signage formats, floor graphics make an impact because of their novelty.

Most signshops that sent projects for this gallery reported floor graphics represent only a single-digit percentage of overall sales. Thus, they remain a specialty solution. However, when appropriate for a campaign, they *really* work.



Strike It Rich

The creative-services department at Redding, CA's Win River Casino hired Redding's Sign-A-Rama franchise to create numerous floor-graphic programs for the entry foyer and "Dollar Alley," a row of slot machines in a high-traffic area. John Robbins, who owns the Sign-A-Rama franchise, said the casino has become his best floor-graphics customer.

When completing a floor-graphics site survey, Robbins creates a design template that accounts for doors, fixtures, trash cans and other items that will be replaced after the wrap's completion. His designers and the casino's creative staff primarily use Adobe's Creative Suite 5 software, with an emphasis on Photoshop® and Illustrator®.

For graphics applied to concrete or other hard surfaces, the franchise uses MACtac's StreetRAP™, a 3.4-mil-face stock media with a permanent adhesive, and Permacolor® Permaflex® PF6300, an aggressive topcoat designed to withstand floor traffic (it's rated for 90 days of floor use, according to MACtac). For smooth-surface or carpet applications, the shop uses 3M's IJ 40 glossy, white media with an ASTM-certified, non-slip, luster-finish overlamine.

The Redding franchise uses two printers: a Roland SolJet Pro III XJ-640 64-in.-wide, eco-solvent-ink printer, and, for jobs with large panels to align, the shop implements an HP Designjet L25500 latex-ink printer. Robbins said HP's Optical Media Advance Sensor, which takes digital images of the microscopic structure of the media's underside and measures the media's progress in real time, helps print and align large panels.

To minimize inconveniences for patrons, the shop installed the graphics in the early-morning hours. For the 900-sq.-ft., entryway graphics, Sign-A-Rama's installers used a torch and a 3M VCAT roller to ease the media into the concrete's crevices, and 3M Gold squeegees for the smooth surfaces. Squeegees and elbow grease sufficed for the carpet graphics, which encompass approximately 400 sq. ft.



Holding Court

Founded in 1977, The Mitographers Inc. (Sioux Falls, SD) has primarily focused on screenprinted, industrial graphics. In 2008, the company purchased its first, digital-printing equipment to control costs for short-run graphics.

"Within around two and a half years, digital graphics have gone from zero to roughly 10% of our business," Tim Phillips, The Mitographer's sales manager, said. "For a \$10 million company, that's significant, especially because we haven't advertised our large-format capabilities."

In 2009, Sioux Falls Sports Authority officials asked the company to produce banners for the Summit League's basketball tournament. The 10-school (from Michigan to Utah) tournament takes place in the 7,500-seat Sioux Falls Arena. Last year, The Mitographers approached Summit League officials about bidding for center-court graphics for the tournament, and won the job.

"The Summit League representatives were adamant that safety be our first priority," Phillips said. "In the past, there had been problems with players slipping on the graphics. Also, they wanted the graphics to have aggressive enough adhesion to stand up to the pressure of impact from Division I basketball players, while not damaging the playing surface after removal. And, they had to look good on camera, while the lobby graphics had to absorb foot traffic bringing in wet, mucky, late-winter weather."

The overall project entailed 1,134 sq. ft. of floor graphics for the court and lobby areas. The Summit League provided the image files in PDF format, and The Mitographers fine-tuned the design using Adobe Illustrator.

In 2011, arena officials allowed the shop to begin working on installation two nights before the tournament's beginning (the year before, they weren't allowed to begin until the day before). Phillips said the 36-hour interim enabled a better bond with the sealant, which reduced scuff marks. The process



for both sets of graphics required six hours.

To print the graphics, the shop used FLEXoon's FLEXmark V400 white, opaque, 3.5-mil, self-adhesive film. In place of a laminate, installers applied several coats of floor varnish. The shop produced several samples, with some installed in the shop's production area and others sent to the Summit League office.

To ensure the film would meet ASTM D2047 non-slip requirements for floor surfaces, The Mitographers sent film samples of the center-court material to a laboratory certified under the General Standards Board Laboratory Acceptance Program.

"League officials very much appreciated the extra measure," he said.

The Mitographers printed the graphics on its EFI-VUTEK QS2000 UV-cure-ink printer using EFI Series II inks. The lobby graphics were produced using a similar process, with the exception of usage of FLEXoon's FLEXmark OV 650 R clear, embossed acrylic adhesive.

Still stringent in his demand for seamless floor graphics, Summit League Commissioner Tom Douple assigned four staff members to monitor the center-court graphics during the tournament's first four games. "There were no issues," Phillips said.



Making A Splash

Signs by Tomorrow's Rockville, MD location created stair graphics for Marriott's Bethesda, MD corporate headquarters. Marriott wanted to tout its Take Care initiative, which encourages employees to make healthy lifestyle choices. The client furnished the graphics as a PDF file, which the shop fine-tuned using Photoshop, Illustrator and SA Intl.'s FlexiSign 8.5.

The project differed from most of the shop's floor-graphic applications. Scott Goehring, the shop's computer-graphics engineer, said most such projects entail dance-floor graphics produced for event planners and short-term, POP graphics for shopping malls. Rarely do their lifespans exceed 90 days. In this case, Marriott's decisionmakers required only 30 days.

Goehring said, "We had to measure the stairs and tweak the graphic so no text was cut in half. Because the stairs were smooth granite, we just wiped down the surface."

Signs by Tomorrow printed the project on its HP L25500 latex-ink printer using Avery's MPI 3061 Quick Mark, a promotional-grade, calendared film designed for swift installation and removal. To make the graphic message flow seamlessly across the risers, Goehring tiled the pattern using FlexiSign.

"It's still a challenge to install over a dirty floor or concrete, but films designed for floor graphics have become thinner, less expensive and more flexible, which makes these types of jobs more attractive," Goehring said. "Because we used thick vinyl, one installer simply held the vinyl taut while the other installed with a standard, soft squeegee."

He said Marriott officials liked the idea, and followed suit with another internal, promotional campaign immediately after this job's removal.



Browsing The Aisles

Home-improvement stores, grocery stores and other retail outlets – with store layouts that route customers through dense, high-traffic areas – naturally cater to floor graphics. The shoppers are usually targeted – as opposed to leisurely, specialty-shop browsers – and familiar with the store's set-up. Thus, a targeted POP ad will likely catch the viewer who seeks a particular product.

To steer its customers' attention towards specific products in particular aisles, Menard's, a Midwestern, home-improvement chain, tapped Minneapolis-based Vomela to fabricate a series of temporary POP graphics. Featured products included Wagner mechanized-painting systems and Libman floor-cleaning supplies.

"Before we fabricate this type of a job, we have to become very familiar with the store layout, traffic patterns, cleaning equipment that will be used, the installation process, the expected life span and other factors," said Rick Millington, a Vomela business-development executive. "We require at least a 90-day warranty from every material manufacturer, as well as liability coverage."

Vomela fabricated the graphics using 3M's IJ40C-10R media with the 8509 clear, luster-finish overlaminate. He said the graphics were designed to last six months. The shop printed the large floor graphics on an EFI-VUTEk 3300 eight-color, roll-to-roll solvent printer using 3M's Matched Component System.

"Printing a graphic this long as a single piece presents challenges because, if there's a problem in the middle of the print, you have to scrap it and start over," Millington said. "That's a huge labor and materials waste. Also, installation of such large graphics requires greater skill. Floors with seams, tiled floors or dirty floors also create difficult installations."



Watch Your Step

Fineline Signs Graphic Studio (Denver) produces a broad, digital-graphic portfolio. The official graphics provider for the NFL's Denver Broncos, the shop produces wall murals, banners and related projects for various Colorado institutions and municipalities.

John Miller, Fineline's special-projects manager, says floor graphics represent approximately 5% of the company's portfolio. He noted that event-marketing and management companies that promote one-time events represent most of the company's customers.

"When we complete a site survey, it's important to understand the surface texture to which the graphics will be applied," he said. "It's also important to consider how much moisture an area will receive. If an area will experience heavy exposure to foot traffic that carries rain or snow, we have to be prepared to take the additional steps required to seal the graphic's edges, to prevent lifting from moisture."

For a recent in-shop open house, Fineline executed various applications to tout its graphic capabilities. To catch visitors off-guard, the shop generated a gaping, round hole in the floor — of the inkjet-printed variety. Ben Schley, a Fineline designer, developed the graphic using Adobe Photoshop.



Miller said, "It was important to use an image that demonstrated depth, an overhead view and such details as the ladder and skeletal remains. The abundance of stock-art websites made this job much easier."

The shop produced the graphics on 3M's IJ40 temporary floor vinyl with 8509 luster-finish overlaminates. Using Caldera's V8 RIP, the shop output the graphic on its HP Scitex LX800 latex-ink printer.



Air Jordan Laid Flat

Floor graphics only encompass 1 to 2% of Pro Lab Digital's (Los Angeles) business, although Joe Hill, the company's sales and operations VP, says it's a growing market segment. In addition to standard event graphics, he said floor graphics were becoming more prominent in new-product launches. Also, retail clients' need for permanent, point-of-entry graphics augments floor-graphic demand.

Hill said, "It seems that there's a product available that works well for every type of surface. Any material can present challenges when working on a dusty surface that inhibits adhesion to a floor surface. Therefore, a clean surface is essential to any job's success. However, engineers have succeeded in creating floor-graphic materials that properly adhere to asphalt, concrete, tile, wood flooring and numerous other surfaces, while allowing easy surface removal."

Pro Lab Digital recently helped promote Nike's iconic Air Jordan sneaker brand in an unusual way — going horizontal to celebrate the high-flying sneakers.

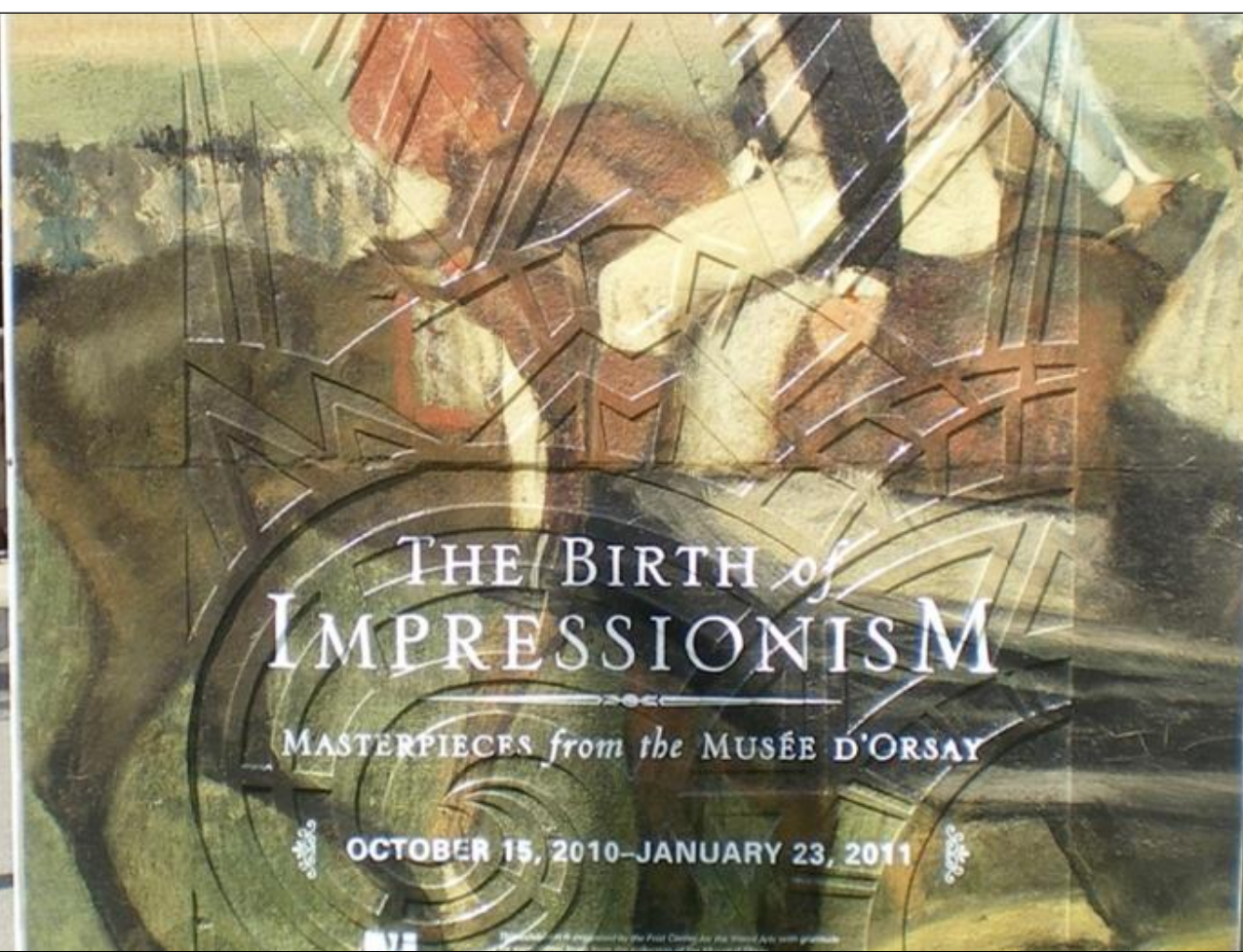
Fortunately, Stoelt Productions, which managed the promotional campaign for Nike, supplied graphics that required no image retooling. Fabricators tiled and enlarged the graphics to 11 ft. 2 in. long using Caldera's V8 RIP. To ensure accurate size and consistency, the service provider printed it as three panels on its HP L25500 latex-ink printer using MACTac's StreetRAP™ 3.4-mil films designed for unsealed-concrete applications.

"As usual, the biggest challenge was a crunched timeframe," Hill said. "We had to produce and deliver the graphic within 24 hours."



Examples & Case Studies





3M for textured outdoor surfaces

- Printed on the HP L25500 Latex Printer
- Printed On: 3M IJ8624
- Overlamine: 3M 8524 Lustre Lam for Textured Surfaces





Fake brick printed

- Printed & installed faux brick pattern & the banners
- Printed On: 3M IJ40C
- Matte Overlamine
- Charge for this job: \$19,000





Outdoor wall graphics

- Printed On: 3M IJ180Cv3
- Overlamine: 3M 8520





— L.L.Bean —

GRAND OPENING

Visit our new store

L.L.Bean
100
YEARS

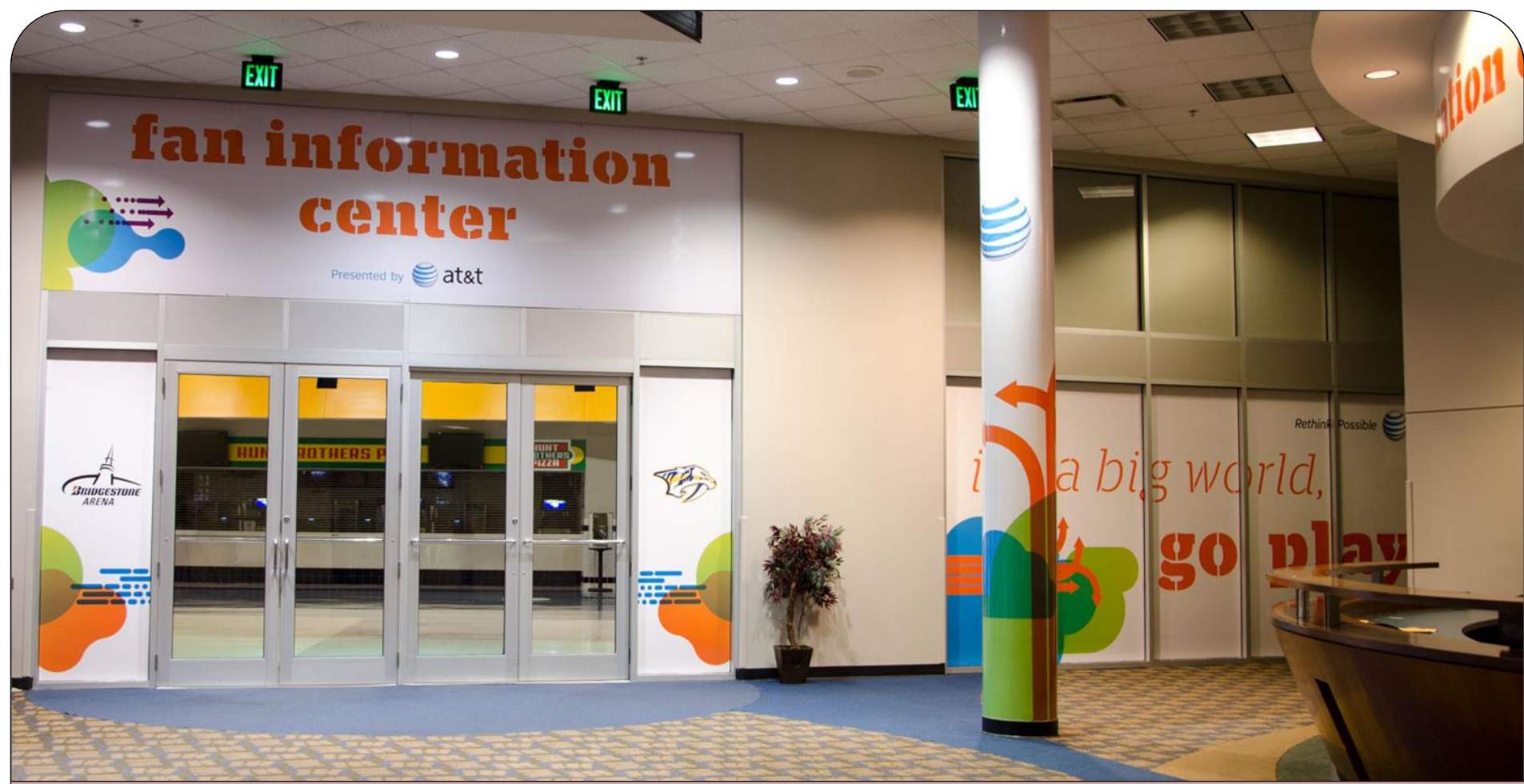
L.L.Bean
100
YEARS



Sports Arena

- Printed On: 3M IJ40C
- Overlamine: 3M 8518

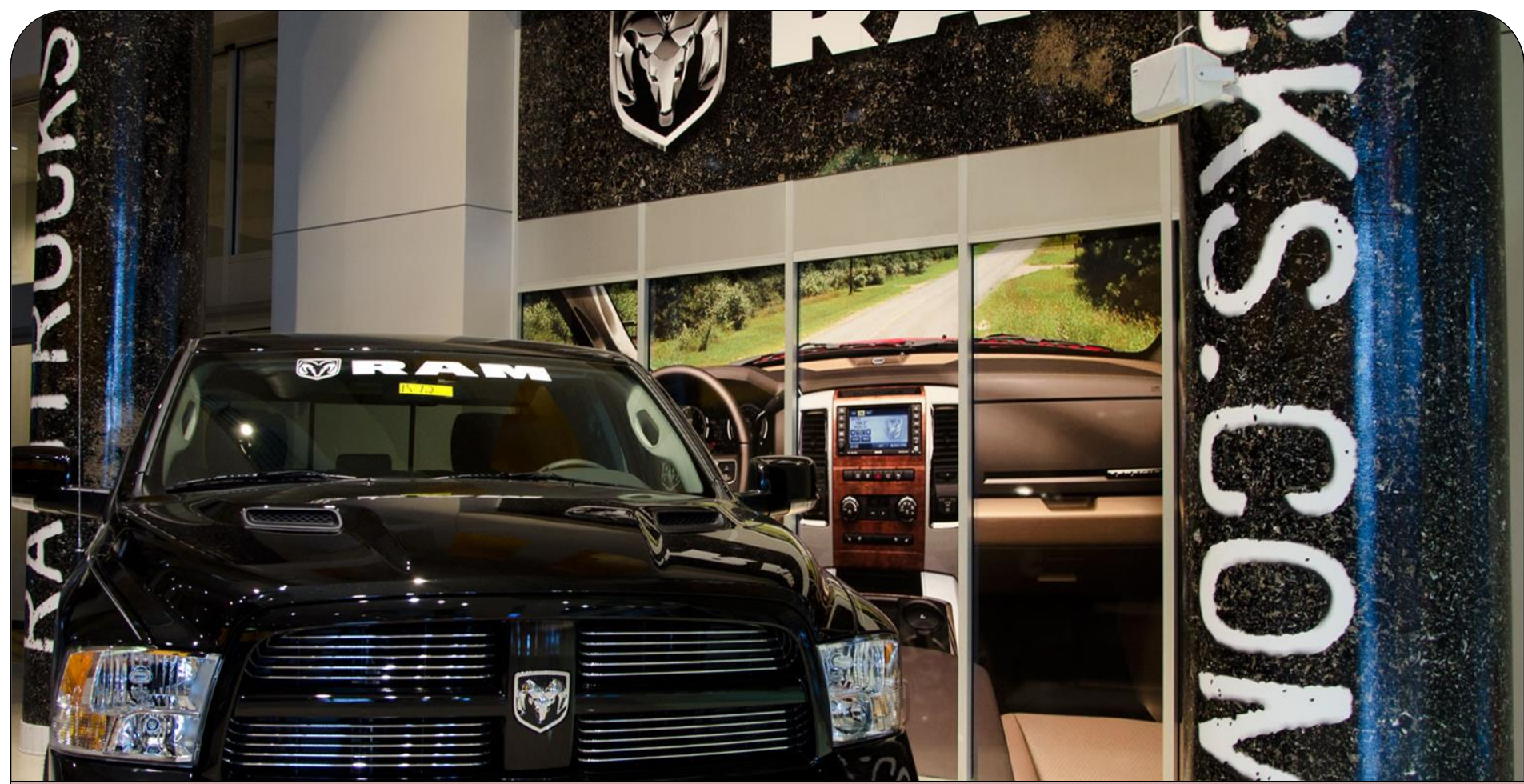




Interior Wall Graphics

- Printed On: 3M IJ180Cv3
- Overlamine: 3M 8518
- Large top graphic is applied to MAX-metal®
- Charge for this job: \$8,400





Interior walls and columns

- Printed On: 3M IJ180Cv3
- Overlamine: 3M 8518



Music store floor

- Printed On: 3M IJ62-10
- Overlamine: 3M 3645 Floor Overlamine



SHOWCASE CINEMAS



Perforated window film

Building exterior





Interior doors

- Printer: HP L25500 Latex Printer
- Printed On: 3M IJ35C
- Overlamine: 3M 8520
- Charge for this job: \$300 per door, multiple doors.





Sports centers

- Printed On: 3M IJ36
- Overlamine: 3M 8509
- Charge for this job: \$10,560





GROOMING SERVICES

FULL SERVICE DOG AND CAT GROOM SALON
HAIRCUTS - BATHS - PLUMINATOR LOW SHED TREATMENTS
WALK-IN SERVICES - PREMIUM NATURAL SHAMPOOS AND CONDITIONERS
FLEA AND TICK TREATMENTS - MEDICATED IRON TREATMENTS
MOISTURE THERAPY WRAPS - TEETH BRUSHING - NAIL TRIMMING
NAIL POLISH - EAR CLEANING & MUCH MORE!
"We Pamper your Pet like Royalty"

MODERNLY HAIRLESS OF ROYALTY

 The "Pompadour"	 The "Rastaveil"
 The "Punking"	 The "Bullock"



ROYALTY PROCEED

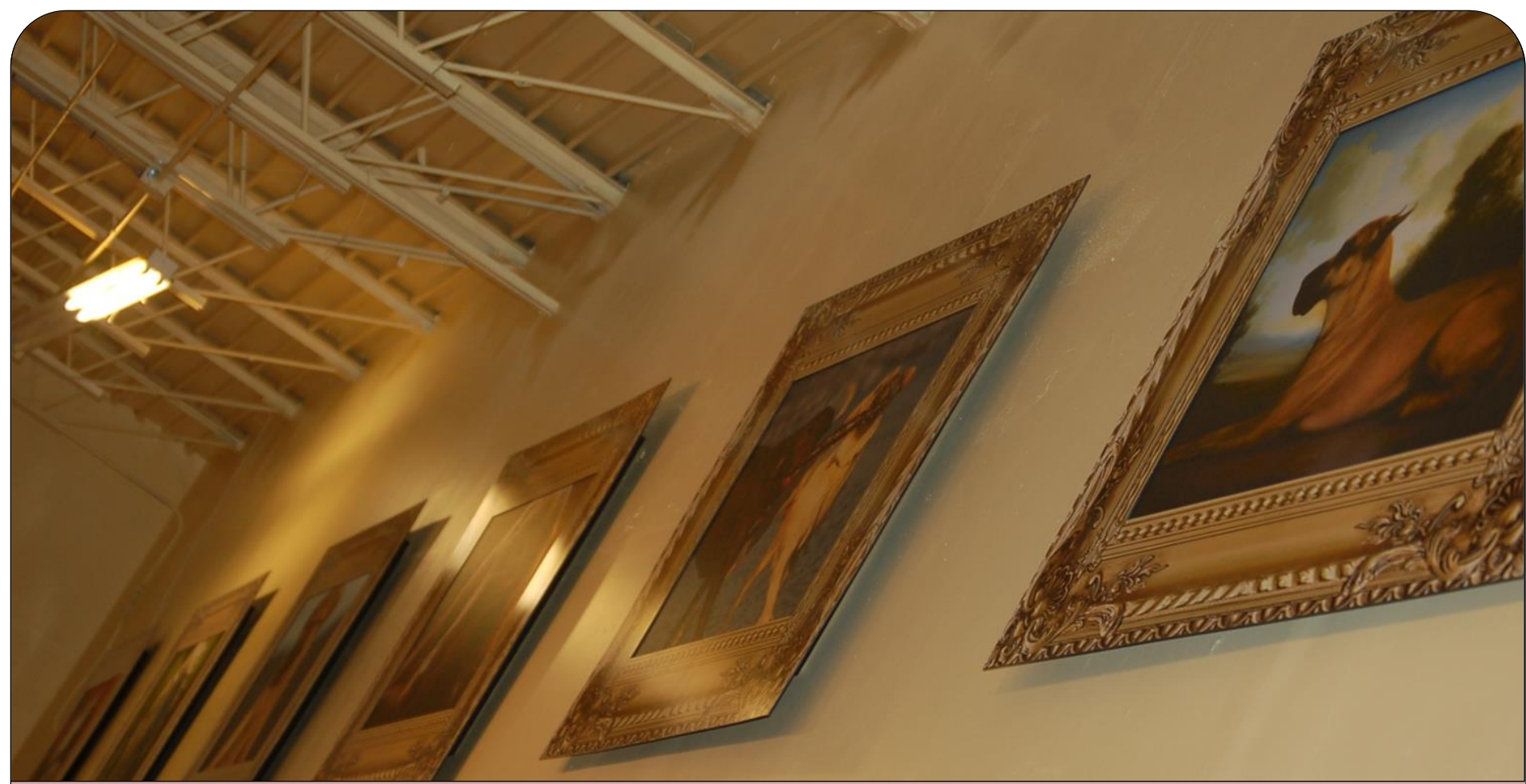
EMERGENCY EXIT ONLY

ROYALTY PROCEED

THIS WAY...

ROYALTY PROCEED

Perforated Window film



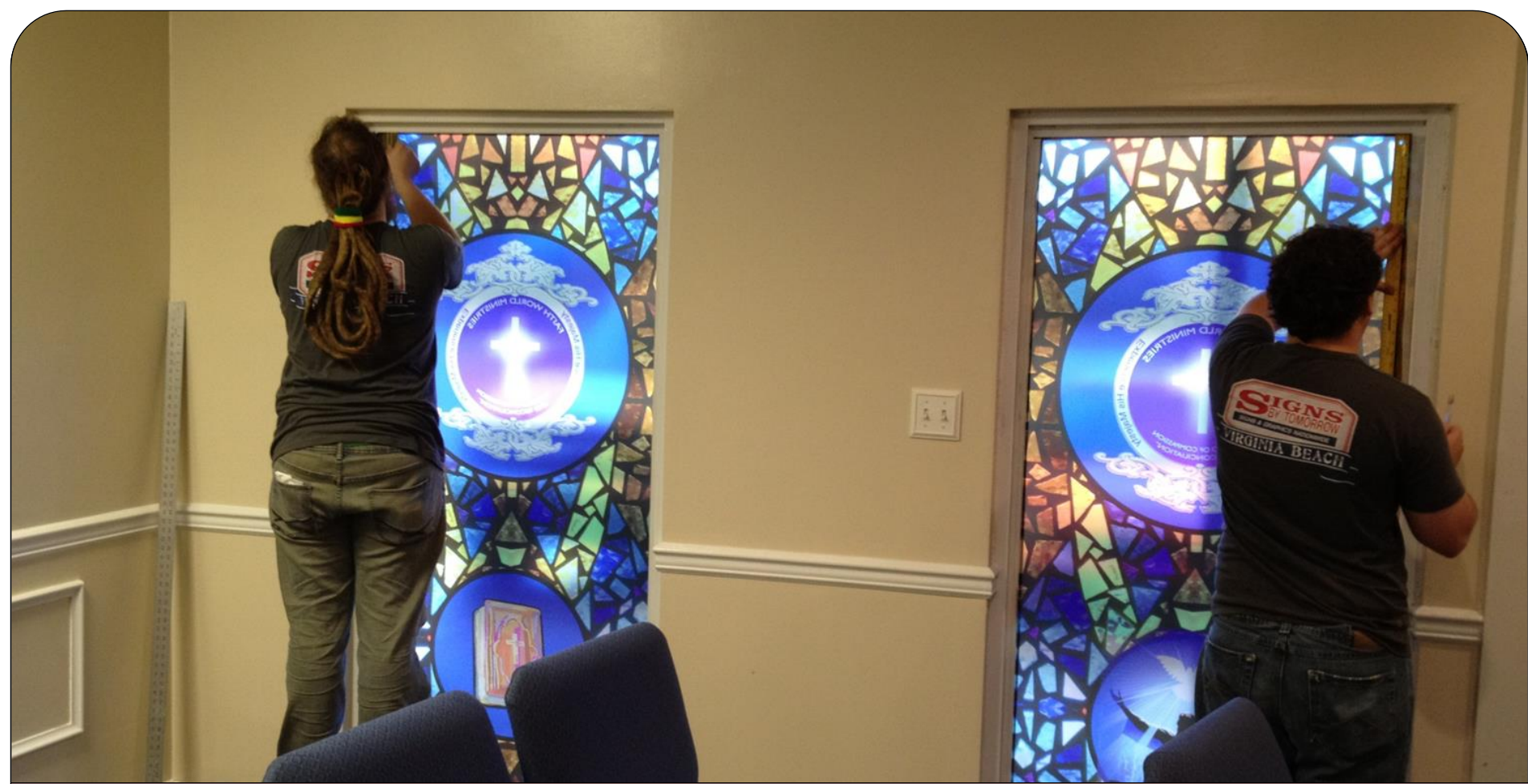
3M IJ 40C

Wall Graphics



Temporary Floor ads

3M IJ 40C



SBT Virginia Beach

3M IJ 10-114 clear film – can also be used as overlaminates.



Stair Graphics

Stadiums



Event sidewalk graphics

Also directional for event



School locker rooms

Motivational graphics



Fake brick walls

Interior decoration



Bold Wall Graphics

Corporate identity



Sports Centers

Wall Graphics



Restaurant graphics

Decor



Wall Graphics

Restaurants



Elevator Doors

Ads



Museum graphics

Displays

What Films Do You Need For Window, Wall & Floor Graphics?



3M Commercial Graphic Terms



Cast film- highest quality, best image quality, conformability, dimensional stability, and durability



IJ- Inkjet printable film, indicates the film is forward wound on an unnotched core



Permanent Adhesive- adhesive that is not intended to be removable



Removable Adhesive- Can be removed with heat leaving little or no adhesive residue.

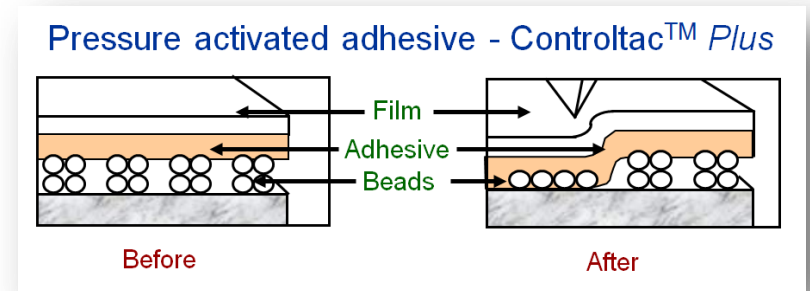


Changeable- Can be removed without heat or chemicals and leaves little or no adhesive residue



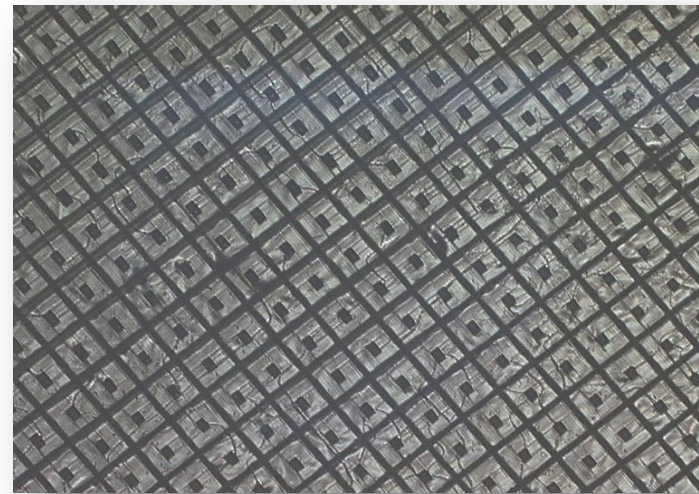
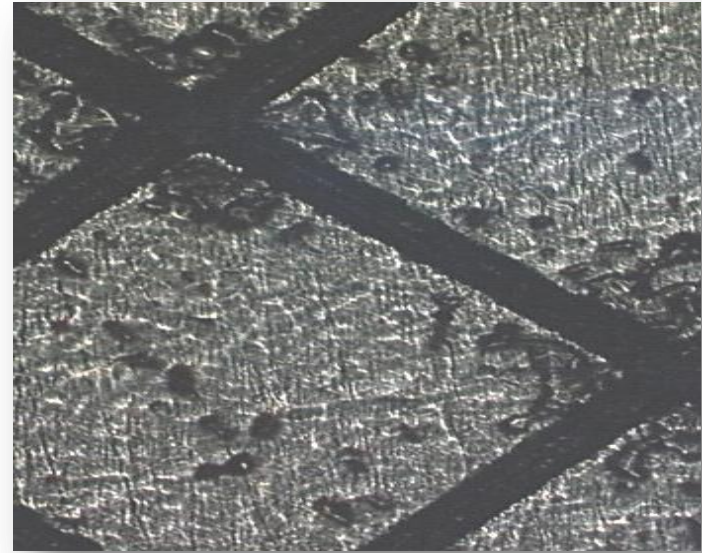
3M Technologies

- Controltac™- 3M brand name for films with pressure activated adhesive that is slideable and repositionable
- 3M can add Controltac™ to almost any adhesive, it's NOT just IJ180Cv3



3M Terms

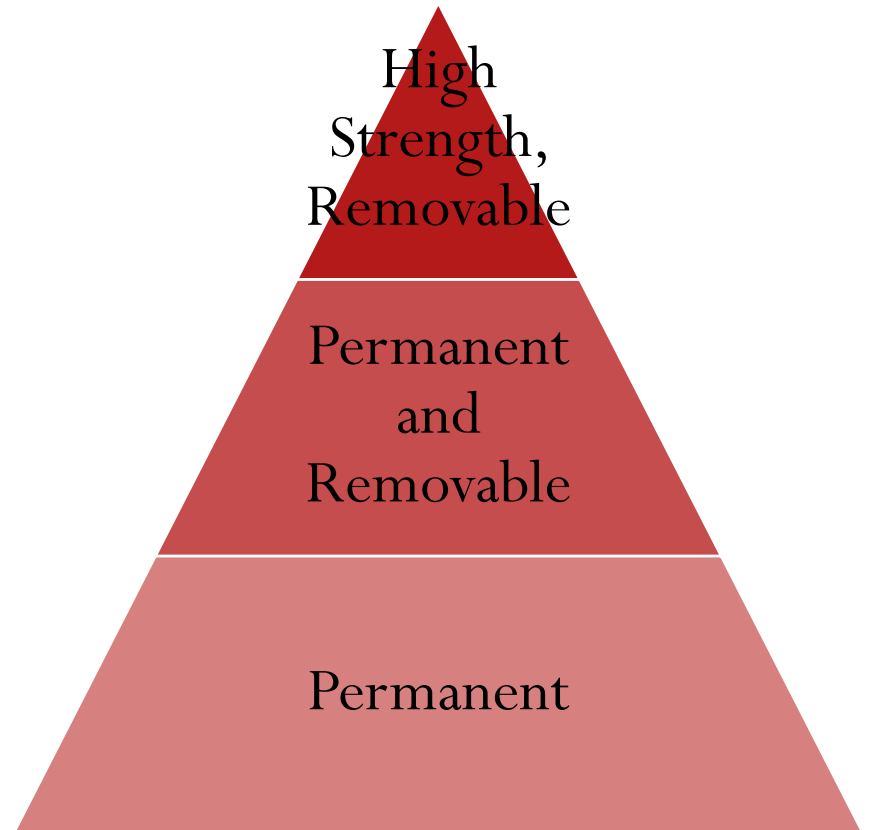
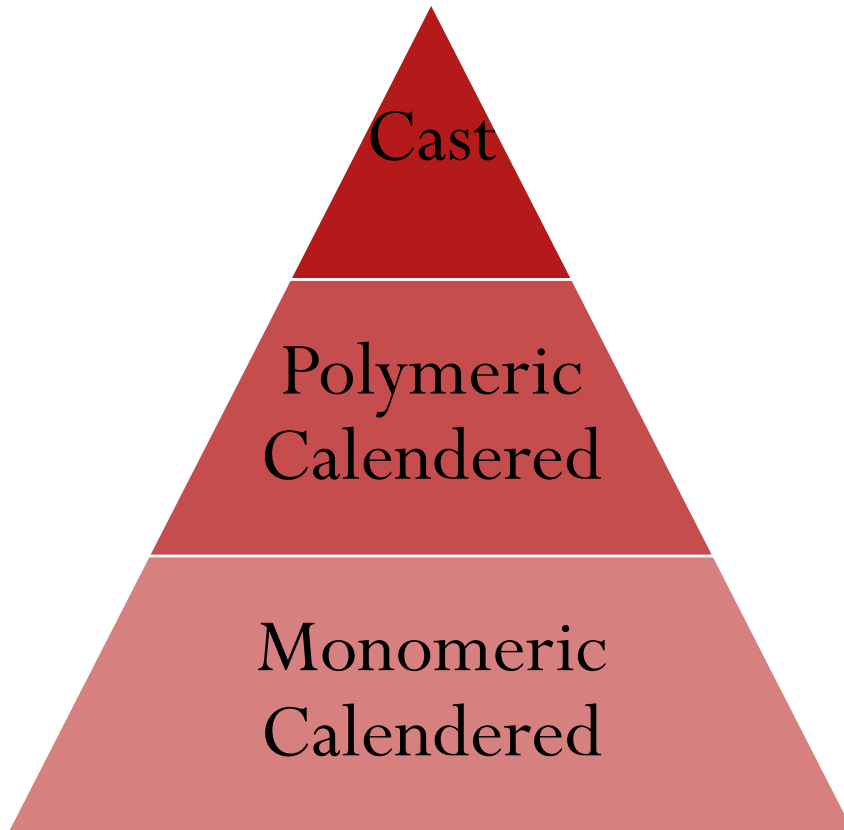
- Comply™ v3
Adhesive- 3M brand name for a characteristic that permits air bubbles to escape through ALMOST INVISIBLE air channels in the adhesive



Product Pyramids

Type of Input Film

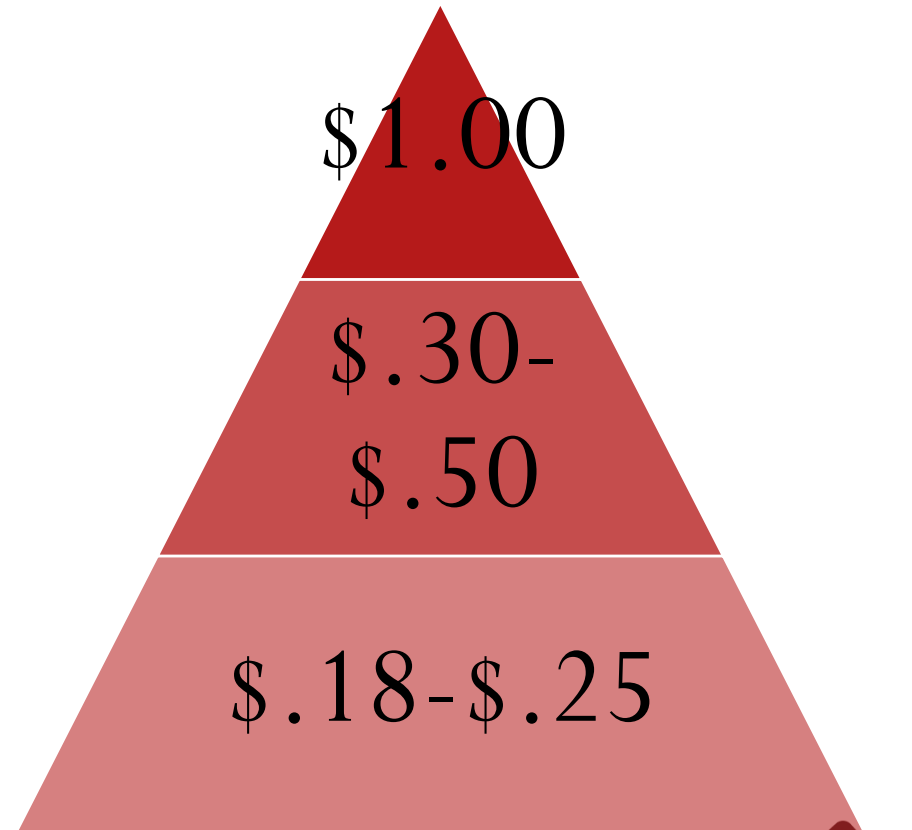
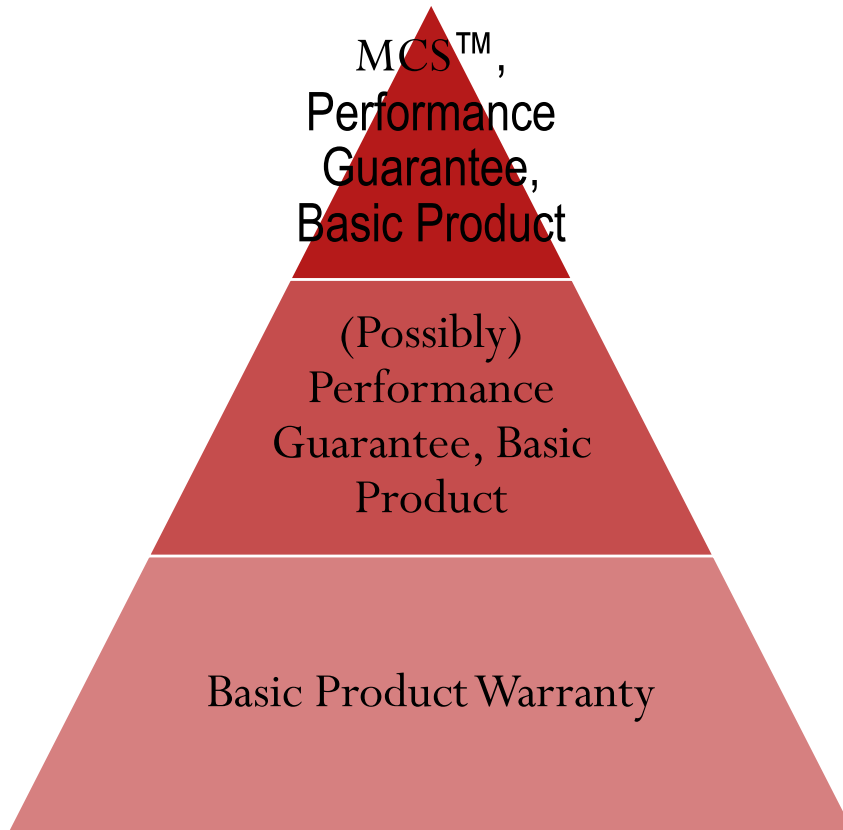
Adhesive Characteristic



Product Pyramids

Warranties

Approx. SQFT Price



3M Products- Fit every need

White IJ Films

IJ180,
IJ180C,
IJ180Cv3

IJ35, IJ35C,
IJ40C

IJ10, IJ11

Overlams

8518,
8519,
8520

8508, 8509

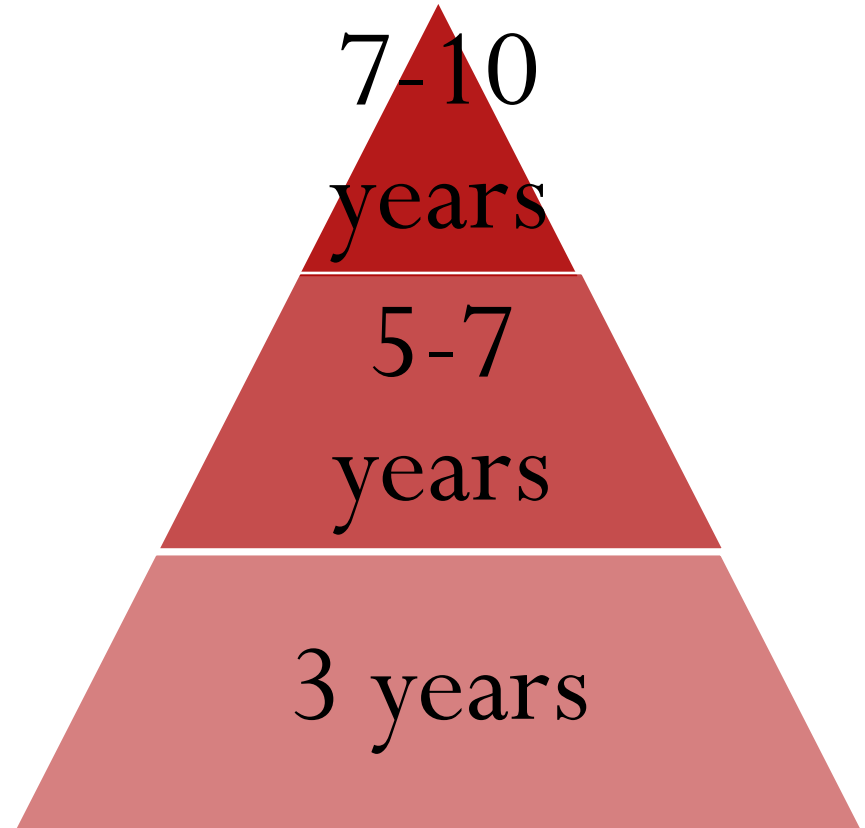
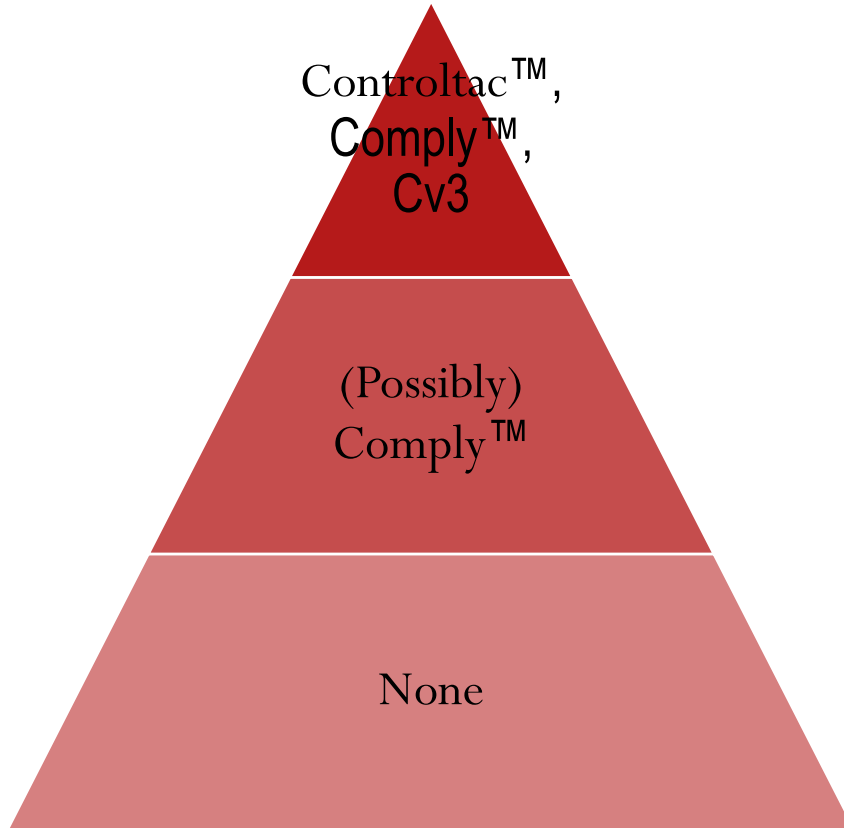
IJ10-114



Product Pyramids

Product Technologies

Expected Performance Life



3M™ Controltac™ Graphic Film IJ162

IJ162

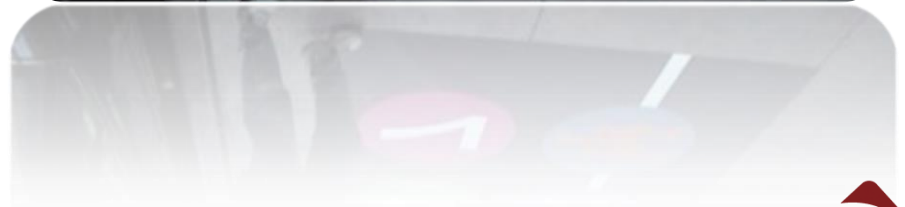
- 4 mil film
- Controltac™ adhesive for slideability
- 12 month indoor floor product
- Use 3645 overlam



3M™ Scotchcal™ Graphic Film 3662

3662

- Sidewalk Film
- Not “designed” for IJ printing, but works well with UV and Latex Digital Printers
- Works with Solvent printing, but product may “worm up”
- Use 3647 overlam



3M™ Scotchcal™ Graphic Film for Textured Surfaces IJ8624

IJ8624

- 2 mil cast vinyl
- Special installation
- Graphics look like paint
- High Strength, Removable Adhesive
- Use 8524 Overlam



3M™ Controltac™ Wrap Film with Comply™ v3 Adhesive IJ380Cv3

IJ380Cv3

- 2 mil super cast vinyl
- Dominates vehicle wrap and fleet markets
- High Strength, Removable Adhesive
- Controltac™
- Comply™ v3
- Use 8580 Overlam



3M™ Controltac™ Graphic Film with Comply™ Adhesive IJ3552C

IJ3552C

- 2 mil cast vinyl
- Short term wrap material
- Medium Strength,
Changeable Adhesive
- Controltac™
- Comply™
- Use 8518 Overlam



3M™ Scotchcal™ Graphic Film IJ35 and IJ35C

IJ35, IJ35C

- 3 mil, calendered vinyl
- Gloss and Matte Finish
- Permanent Adhesive
- Reliable, every day usage product
- IJ35C has Comply™ technology making installs simple and bubble free
- Use Overlams 8508 or 8509



3M™ Changeable Window Graphic Film IJ61

IJ61

- 3 mil film
- Low tack adhesive
- Wet or Dry Install
- 1st or 2nd Surface Install
- Use white ink for neat effects
- No need for an overlam



Expanded Applications



Walls

- Easy to print, removable adhesives, vivid images
- Short Term- IJ40C, Long Term- IJ180Cv3



Windows

- Massive signage and branding opportunity for End Users
- Window Perf- IJ65, IJ66
- Window- IJ61, IJ40C



Floors

- Creating scenes, brand recognition
- Short Term- IJ40C w/3648, Long Term- IJ162 w/3645



Choosing The Right Product Is Critical

- Grimco's is 3M's largest Commercial Graphics distributor
- Most common 3M products used in daily production can be used for windows, walls and floors



Reduce Inventory, Simplify Production & Have The Right Products For Window, Wall & Floor Graphics

- Average sign business has large amounts of money tied up in digital media inventory
- Multiple profiles and printing settings can cause confusion and wasted time on color match issues
- A small number of 3M Low Cost Films can be used for:
 - Standard sign graphics
 - Wall graphics
 - Window graphics
 - Floor graphics



Inventory & Production Simplification

- 3M IJ40C with Comply™ Air Egress Technology
 - 3 mil film
 - Comply™ air egress for bubble free application
 - Available in gloss & matte
 - Use for graphics on:
 - Carpet, interior floors, interior doors & walls, partial vehicle graphics
 - Use 3M8508 Overlamine on the above applications



You Can Market 3M:

Top Quality Nationally Recognized Brand

- Are you selling the 3M Brand?
- 3M is a powerful, recognized brand
- 3M products are quality tested products
 - 3M Warranties & 3M Peace of Mind



Discussion

Review 3M Window, Wall, Floor Chart

Review Application tests

HP PVC free wallpaper