

Mactac® Product Spotlight



Challenge: Invigorate the look of a thriving Korean-inspired, fast-casual restaurant with a dive bar complex

Project Summary:

When it comes to the restaurant business, your food is most important, but presentation and atmosphere play a huge role in the overall success of your establishment. That's why when B. Bim Asian Eatery in Chicago, Illinois, was looking to bring a little flavor to the look of their restaurant, they leaned on leaders in graphics solutions, Mactac® and Graphic Alliance, to provide the solution.

The goal was to invigorate the look of the restaurant in a way that truly reflected the authentic Asian cuisine served to customers. Because the food service industry never sleeps, timing was of the essence for this popular venue. Above all though, B. Bim wanted to create an atmosphere that reflected their menu offerings and featured unique wall and window graphics to draw in guests.

"I can't express how nice it was being able to use one company's materials for consistency in printing and installation for all the surfaces we needed to cover," remarked Eric Grossman of Graphic Alliance. "We needed a solution that would not only be high quality and durable, but there were a lot of applications we needed to cover. The final product was even better than our sample proofs and this process went so well, we plan to use it for future restaurant projects."

With a variety of applications to cover, Graphic Alliance and Mactac worked to find the best combination of solutions for each graphic.

Customer: Graphic Alliance, B. Bim Asian Eatery

Application: Wall graphics, window graphics and specialty signage

Solution: Mactac® IMAGin® wallNOODLE®, ROODLE™, RoughRAP™, WindowVIEW® CLING and wallCHALKER™



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Product	Features and Benefits	How it was utilized by Graphic Alliance
 	REBEL™ is a multi-print media designed interior and exterior marking such as wall graphics and other signage. ColorGard™ LUV delivers high-quality image protection featuring quick wet-out and non-silvering properties to meet fast turnaround demands at an affordable price.	This innovative solution was utilized to house the entire B. Bim menu on a wall of the restaurant.
	ROODLE™ features a removable adhesive ideal for wall murals, indoor and outdoor signage, bumper stickers and graphics, and is designed for removable graphics printed to the edge.	Because ROODLE offers borderless production, B. Bim selected it for the high-impact wall mural featuring the Chicago skyline.
 	RoughRap™ is 2.1-mil gloss white high-performance vinyl is designed for application on brick walls and rough textured surfaces. RAYZor™ is the industry's first ultra-thin cast overlaminate that's easy to apply while still providing image protection.	As the ultimate media in conformability and durability for rough wall surfaces, RoughRAP expanded the opportunities for B. Bim to display its messaging throughout the restaurant's interior brick walls.
	This media is designed for any short-term advertisement on glass or other smooth surfaces like stainless steel. Mactac's proprietary film technology allows for optimal printability on all wide-format solvent, latex and UV ink jet printers.	WindowVIEW® CLING was used to showcase B. Bim's menu items on the exterior windows to appeal to potential customers passing by on the city sidewalks.

"We are very thankful for the relationship we have with Mactac, and our client B. Bim couldn't be happier with the end results," Grossman said. "From the product recommendations to the overall input for a solution, Mactac showed that they not only have great products, but are also a true partner when it comes to graphic installs. We are looking forward to working with them on future projects."

If you have completed a project using Mactac materials and would like it to be featured, contact Mactac at mactac.americas@mactac.com. For more information regarding Mactac products or graphic solutions, call 866-622-8223 or visit www.mactac.com/graphics.

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