

MACtac® Conquer Your Challenge

Product Spotlight



Challenge: Applying large scale graphics to cinderblock wall.

Creative: Chris Modarelli, Cleveland Browns Art Director
Printing: Consolidated Solutions
Installation: Side Effects

Project Summary:

Consolidated Solutions, a full-service printing and marketing solutions company in Northeast Ohio, has worked with professional football team, the Cleveland Browns, on a number of projects from field wall signage and outdoor banners to stadium graphics. Cleveland Browns Art Director, Chris Modarelli, wanted to refresh the tunnel leading out from the locker room with an inspirational design to energize the players as they take the field. However, finding the right graphic to fit the 60-foot-long and 12-foot-high cinderblock hallway presented a challenge. After assessing the area, Consolidated Solutions knew the perfect product to get the job done— MACtac® IMAGin® RoughRap™.



"We knew IMAGin RoughRap was the right media for this project because of the stability and flexibility it provides," said David Welner, vice president of business development at Consolidated Solutions. "The performance of IMAGin RoughRap is unmatched compared to other outdoor graphics for rough surfaces. IMAGin RoughRap applied so well to the cinderblock walls in the hallway that the graphic looked like a painting which made everyone very happy."

IMAGin RoughRap is a 2.1-mil gloss white high-performance vinyl designed for application on brick walls and rough textured surfaces. Its bright white gloss conforms readily to one of the most challenging substrates, brick and rough textures. The permanent opaque adhesive develops a strong bond and prevents color shift from the underlying surface.

Consolidated Solutions is a full-service marketing execution company dedicated to producing personalized solutions designed to increase brand awareness and fuel growth. With more than 20 years of experience, they are experts in helping companies communicate their message. Consolidated Solutions' large format division is a well-equipped, state-of-the-art, 40,000-square-foot facility focused on industrial scale wide-format printing, finishing and installation.

MACtac TAKES YOU THERE.

