

MACtac® TAKES YOU THERE.

Product Spotlight



Challenge: Creating a magical environment for children in a diverse architectural area

Customer: Central Graphics Group
Stow-Munroe Falls Public Library

Application: Wall and architectural graphics

Solution: REBEL® 529R;
PERMACOLOR® ColorGard™ LUV™—Matte finish

Project Summary:

"Inspiring Reading, One Book at a Time" is the mantra at the Stow-Munroe Falls Public Library, and what better place to start inspiration than in the children's section? In hopes of creating a life-long passion for reading within young visitors, the Stow-Munroe Falls Public Library turned to a trusted design partner: Central Graphics of Cuyahoga Falls, Ohio, for help. Central Graphics—a firm specializing in production and installation of graphics, signs and wraps for a wide variety of applications—had worked with the library in the past, helping to reinvent spaces designed for adult education and meetings by installing colorful, inspiring wall graphics. Based on their success, the company was engaged again for a new, more challenging task: redesigning the children's reading area.

The goal was to create a magical oasis where library patrons and children can explore and transport themselves to anywhere their imagination takes them, emulating the experience of reading a highly engaging book. The project incorporated multiple levels of the building and graphic designs that featured a bright, cheerful, continuous scene that extended throughout the entire children's area.

Patrons begin their journey to the second level surrounded by beautiful underwater scenery and emerge "above ground" upon reaching the second floor. Here, a floor-to-ceiling environment was installed with 360-degree wall graphics featuring a pond theme, providing young minds a stimulating and imaginative experience.

Using 54-inch rolls of MACtac® REBEL® 529R—a gloss white facestock with a removable adhesive and lay-flat liner—plus careful installation techniques, Central Graphics made the space come to life exactly as imagined by library staff. Since the space will be regularly utilized and wear and tear is inevitable, Central Graphics decided to use MACtac® PERMACOLOR® ColorGard™ LUV™—a 3.2-mil overlaminate with a clear, permanent acrylic adhesive and a matte finish—to keep the graphics looking great for years to come. The installers had to work around windows, doors, curved surfaces, large pillars and other challenging elements of the architecture. They were able to turn the challenge into an opportunity by creating a three-dimensional feel to the space with pillars wrapped to look like trees, graphically designed "curtains" surrounding windows, customized garbage can wraps and more.

"While the large dimensions, multi-level nature and three-dimensional design of the graphics application presented their share of challenges," explained Jeff Loofboro, Managing Director for Central Graphics, "we had the support of knowledgeable, easily accessible MACtac personnel to help us find the right products and get the job done right. Expert guidance and material samples are always just a quick phone call or visit away with MACtac, and we've been very satisfied with the MACtac products we have used for the past 15 years."

If you have completed a project using MACtac materials and would like it to be featured, fill out the form on the back and submit to MACtac.Americas@Bemis.com. For more information regarding MACtac products or graphic solutions, call 866-622-8223.

REBEL®
MULTI-PRINT MEDIA

ColorGard™
DIGITAL PS OVERLAMINATES

"I'm so happy with the way this project turned out," remarked Ann Malthaner, Head of Marketing and Public Relations, Stow-Munroe Falls Public Library. "The success of this transformation was a personal goal for me, and it's been very well received. We've seen a 40,000 increase in circulation recently, and word is spreading about this new, fun space. Parents ask us, 'Wow, can I move in?' and children ask if they can have a design like this in their rooms at home. It inspires them to play and learn here—they love it, and so do we."

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Customer Name

Company

Title

Phone Number

Email

Please provide a brief overview of the project:

What MACtac product(s) were used in the project?

Why did you choose MACtac products for this particular job?

Can you submit imagery of the installation process and completed project upon request?

Submit this form to MACtac.Americas@Bemis.com

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