



Deck the Walls

"As often happens, last-minute client changes and tight launch schedules were the biggest challenge. Also, multiple pieces and sizes had to be custom kitted for each location, so every store received different graphics based on size and footprint."

Client Cincinnati Bell Wireless, Cincinnati, OH

The Players Harlan Graphic Arts Services, Cincinnati, OH (www.harlangraphics.com); Donnelly Design, Cincinnati, OH

Tools & Supplies Inca Columbia, Alcan Composites 1/4-inch white Gatorboard, Cyro 1/8-inch clear acrylic, Sericol UV inks, Kongsberg i-XL 24, Beam Dynamics laser cutter

The Job With Christmas fast approaching, Cincinnati Bell Wireless (CBW) turned to local graphic designer Joan Donnelly and longtime print provider Harlan Graphic Arts Services to deck the interior walls of its 18 retail outlets. CBW requested various wall signage and point-of-purchase displays that tied into its "St. Nick" Christmas promotion. In order to have maximum impact on holiday sales, each store needed a unique kit, made up of five to 10 pieces, depending on the store size.

Production Donnelly designed the graphics for the seasonal signage, creating more than 150 different graphics files in all. (For all you celebrity spotters, yes, the "St. Nick" offering tips to shoppers is none other than musician and Cincinnati native Nick Lachey.)

She then handed the files off to Harlan, which used its 4-color Inca Columbia printer and Sericol UV inks to output the pieces—some as small as 3 x 6 inches and others as large as 72 x 120 inches—onto Alcan 1/4-inch white Gatorboard and Cyro 1/8-inch clear acrylic (for the ribbon graphic above the ornaments). The total output amounted to between 2500 and 3000 square feet of material, reports Harlan.

All of the Gatorboard pieces were cut on a Kongsberg i-XL 24 cutting table, and the acrylic pieces were cut on a Beam Dynamics laser cutter. Ninety-five percent of all the graphics had hook-and-loop Velcro applied for easy installation and removal. "Because of the light weight of the graphics, it was only necessary to send one installer to each store site, and installation was very simple," says Harlan account executive LauraLee Kavanagh. The turnaround time for the entire printing project and the kitting was one week.