RoughRAP®
WALL WRAP GRAPHICS

PERMACOLOR® RAYZor™
OVERLAMINATES

Challenge
Keeping original charm and character, transform a large interior brick office wall into a platform to promote The CI Group's core values.

Customer
Trinity Graphic, Sarasota, Florida

The CI Group, Inc. (Corporate Interiors, Inc. and CI Industrial), Tampa, Florida

Application
Interior brick wall graphic installation containing approximately 12 different-sized circle graphics

Solution
Mactac RoughRAP® and PERMACOLOR® RAYZor™

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Project Summary

Trinity Graphic is a digital print solutions provider that specializes in the management of creative custom and branded solutions. The company meets a wide range of customer needs – from every day to complex projects. Thus, when **The CI Group, Inc.** approached Trinity Graphic for assistance with creating and installing a unique interior brick wall graphic, they gladly accepted the challenge.

The CI Group, a nationwide dealer of business interiors products, has six U.S. locations and more than 60 employees. The company lives by its core values and believes its people are its greatest asset. So, when the time came to renovate its Tampa, Fla. location, The CI Group decided its values should be proudly displayed on a long, exposed interior brick wall within the space. The finished project was to feature approximately 12 different-sized circles – each with a unique value proposition.

With an added request to keep the brick's original charm and character, Trinity Graphic chose **Mactac's RoughRAP®** with **PERMACOLOR® RAYZor™** clear matte overlaminate to get the job done. The team knew RoughRAP would install easily and remove cleanly compared to alternative adhesive materials for brick walls. And, in addition to extending the life of the graphic, they also knew the matte RAYZor overlaminate would deliver the unique added benefit of maintaining the brick's original charm.

Trinity Graphic used its HP Latex 3000 to print the graphic. After brushing the wall to clean it of dust and debris, three installers completed the application using a laser guide to properly align and position the circular graphics.

"Once complete, the installers were surprised at how easy and well the product worked. The edges did not curl like other brands, which saved significant time on the installation and the weight of the material was also helpful," said Matt Doniger of Trinity Graphic. **"Our installers typically stray from brick or textured wall graphics, but after this project, they want to use Mactac's material again!"**

RoughRAP is a 2.1-mil gloss white high-performance vinyl designed for application on brick walls and other rough, textured surfaces. When used in conjunction with the 1.5-mil PERMACOLOR RAYZor clear matte overlaminate, indoor graphics are protected for up to 8 years or longer.

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

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