

# Solutions

## Challenge

The Active Marketing Group of La Jolla Calif. needed a cool solution for Ironman Triathlon sponsor Degree. The challenge was to create an attractive, portable, branded misting station capable of withstanding a wet environment and the rigors of a national tour.

## Solution

The "Degree Cool Rush Zone" consists of a pair of 10' x 10' aluminum canopy frames with four-color tops, plus custom-printed mesh fabric walls to match. The aluminum frames are rust-proof, the canopy tops are fade resistant and fully washable, and the digitally printed mesh walls dry quickly and allow air to circulate within the structure.



## Outcome

Both AMG and Degree were stoked with a solution that only Colored Ink could have supplied. "Our normal full-image polyester fabric walls would have been too heavy for this particular application," Colored Ink spokesman Mike Plant said. "The lightweight mesh polyester worked perfectly. And while a single 10 X 20-foot canopy was an option, the two smaller structures met the agency's need for maximum portability."



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