

# Solutions

## Challenge

National Football League concessionaire CenterPlate needed a little something special for the 2005 Pro Bowl in Hawaii: a matching suite of branded, floral patterned 10 x 20 canopies, wind flags and banners. The art was gorgeous, the event was as big as they come and the deadline was... well, reasonable. Challenge? Heck this is what we call heaven here at Colored Ink.

## Solution

Colored Ink's new digital print fabric solution was more than equal to the task of converting Centerplate's lively Aloha-print design into a stunning, eye catching merchandise kiosk. Supporting 12-oz vinyl banners were also printed digitally; ten 12-foot-tall wind flags were dye-sublimated to match. Colored Ink also supplied the aluminum canopy frames and telescoping fiberglass flag poles.



## Outcome

"Colored Ink created the exact brand imaging that we were looking for this year at the 2005 Pro Bowl," said CenterPlate Director of Operations Scott Marshall. "The visual appeal of their unique and creative products helped us establish our Pro Bowl Collection brand strongly throughout the island, and create significant additional retail revenue opportunities."



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