

Solutions

Challenge

Turning a gala celebration into a truly star-studded affair was the challenge. The question came from Colored Ink client Mackenzie Brown Design: Was it possible to turn a red carpet into a "Walk of Fame" to highlight physicians being honored at Chicago's Children's Memorial Hospital's annual Children's Ball?

Solution

The solution was similar to the floor graphics we've all grown so used to seeing in grocery stores. For this application, a self-adhesive vinyl substrate with a tough, traffic-proof slip-resistant laminate was the answer. A low residue adhesive held the graphics firmly in place (no tripping, please!) while preserving the carpet surface for future use. The finished product was incredibly tough, holding up even to spike heels on the soft carpet surface.



Outcome

"Everyone was very pleased," said project manager and MBD principal Andrew Brown, "I heard raves about the Walk of Fame from several sources and have even had a couple of the docs email me how surprised and delighted they were with what we had done. Thanks for your help in making this part of our assignment such a great success."



www.coloredink.com

TOLL FREE: (877) 747-5566

2180 CHABLIS COURT • SUITE 111 • ESCONDIDO • CA • 92029

LOCAL: (760) 747-1010

FAX: (760) 454-3258