



# Vehicle Graphics Insight

## Transit Bus Graphics: Spawoof

Craftsmen's graphic installation team traveled to Madison, WI to apply a full wrap onsite for their customer, Adams Outdoor. Craftsmen printed and installed Spawoof-branded graphics for the new full service pooch pampering company. The graphics were applied to the exterior of a Madison, WI metro bus.



### Materials:

- 3M™'s IJ46-20 with an 8509 Clear Protective Over-Laminate
- Perforation Applied Over Bus Windows Using 3M™ IJ66 with 8914 Optically Clear over-laminate

The graphics are attractive and welcoming for passengers and bystanders. Window perforation still allows the bus passengers to look out the window while enhancing the overlook look of the bus graphics.



Congrats to Spawoof for winning the *Get On the Bus Full Wrap Design Contest* on this project!

## Interior Graphic Solutions on University Campus

Craftsmen recently printed 22 unique Artist Canvas paintings at Saint Louis University's Lorenzini's Restaurant located in the new Chaifetz Arena. The concept was to create high-end wall décor with consideration for cost. Original photos were provided to Craftsmen from the University. Craftsmen's pre-press team enhanced the photos to increase the depth of color and added a slight blur so the pictures would appear hand painted.



Once printed on Artist Canvas material, Craftsmen stretched and mounted each canvas to custom-fabricated aluminum frames. Through consultation and discussion, St. Louis University utilized in-house resources to quickly and efficiently install the lightweight frames, thus saving additional costs. These vibrant prints, authentic textures, and accent lighting enhance Lorenzini's ambiance.



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Connection

## Retail Signage: Piggly Wiggly



Craftsmen Industries completed an interior retail signage project for Wayne's Piggly Wiggly in Winneconne, WI. Craftsmen's client, The Retail Planit, conceptualized the design and executed the project. Craftsmen's portion of the project consisted of: digitally printed decals, signage with custom standoffs, aisle markers, dairy mural with custom printed wallpaper and various other custom elements.



- Oval Signs Specifying 5 Departments: approx 8'W x 4'H mounted on 1" standoffs
- Pre-Spaced wall copy (Router-cut)
- Dimensional Aisle Markers- routed with digital faces and custom paint
- Dairy Mural: custom printed wallpaper with dimensional accent corners
- Lane Markers: digitally printed face on clear pressure sensitive vinyl for a backlit application



## Timeline Displaying Company's 25 Years

National Cart's objective was to create a timeline system that would allow the company to display photos, product renderings, newspaper articles and company related points of interest spanning 25 years. The project began with scanning old original negatives to digital artwork. Then Craftsmen's design team compiled the layouts based on year.



- 6 mil black sintra for the base of the sign
- Anodized spacers for the corners to give them additional depth off the wall

An interesting aspect to this project are the spacers attaching to the wall. Craftsmen's idea to use cubicle pins and screw them onto the back of the spacers eliminated drilling holes in the conference room walls. This solution provides flexibility for National Cart to reposition the signs as they

continue to grow and add new pieces.

## Fiberglass Fabrication: Elsie the Cow



Elsie, a replica of Borden Milk's real-life touring cow and logo image, recently was fabricated into a 3-dimensional cow. A fiberglass cow arrived at Craftsmen's facility with a goal of creating more feminine characteristics to her already cow-like figure.

Craftsmen changed the shape of the horns, repainted the cow, cut down the cheeks for a softer look and added dimensional eye lashes. The eye lashes were steel rods that were molded into lashes.

- Height: 4.5 feet tall
- Length: 6 feet
- Width: 3 feet
- Weight: 30 pounds

## Real Change Meters



Real Change is a community effort, sponsored by Central West End Association & City of St. Louis, MO, to encourage people to 'Say No to Panhandling' and 'Say Yes' to effective social service agencies. The logic is practical: instead of giving money to panhandlers, people can drop money into the lime green "Real Change" parking meters or donate money directly to participating businesses.

Craftsmen's role in the project was to custom-paint four parking meters, fabricate signs and print decals.

- Four parking meters- custom paint and decals
- Fabricated twenty 16-in x 12-in signs
- Printed 200 window decals