



CASE STUDY



Stadium Concrete Graphics

Bud Light- Dolphins Stadium Graphics

Craftsmen Industries teamed up with Dolphins Stadium in Miami Gardens, Florida, to print and apply over 3,000 square feet of Bud Light branded graphics to the concrete stadium walls. Craftsmen used 3M™'s graphic film, IJ8624, which is intended for applications conforming to moderately textured surfaces, perfect for stadium walls. A luster overlamine, 3M™ Scotchcal™ 8524, was applied over the film to give the graphics a sleek glossy look. The use of this graphic film is ideal for stadium venues because it withstands the elements of the outdoor weather elements.

After receiving the artwork from BSK, a St. Louis based company, Craftsmen printed the material and began installation in only eight days. Craftsmen Industries' installers worked with Applied Graphics, based in New York, during the installation stage. Together we installed twenty square feet per hour.

A challenging, yet exciting part of the project was printing 27-foot vertical panels without stretching the graphics. The use of Craftsmen's high tech TurboJet printer enabled the panels to print in such long panels. Craftsmen's achievement on this project is working as an intricate part on the largest textured wall mural project to date using 3M materials.

In 2009, Craftsmen revamped the concrete graphics with an updated design.

2008



2009

