

CASE STUDY

Large Format Printing and Onsite Installation

Stadium Signage for Colt's Lucas Oil Stadium

Craftsmen Industries teamed up with Bydalek Spence Kittner, Inc. (BSK), the St. Louis-based agency providing the design for the project, to print and install graphics at the new Lucas Oil Stadium, home to NFL's Indianapolis Colts. Lucas Oil Stadium is a seven-level facility that seats 63,000 football fans and up to 70,000 for basketball, conventions and concerts. The stadium is 1.8 million square feet and is equipped with the NFL's first ever moving window!

Craftsmen's portion of the project began with printing the Bud Light-branded banners and graphics at their 179,000 square foot facility located outside of St. Louis, Missouri. After the printing was complete, Craftsmen sent a team to Indianapolis to install the banners and graphics onsite at the Bud Light Terrace located in the northeast portion of the stadium. Craftsmen installed two double-sided rectangular banners, two double-sided triangular banners and applied two wall graphics.

The two double-sided triangular banners were printed on 14oz. Black and White Dull with Matte Liquid Laminate and are 1,700 square feet each. The most impressive part of the project is seeing the two triangular banners suspended over 5 stories tall above the stadium floor!

The two rectangular banners were printed on 13oz. Dull with Matte Liquid Laminate and stand 50-feet tall and 16-feet wide, totaling 1,600 square feet. The Bud Light branded wall graphics were applied to opposite sides of the terrace, each of the graphics covering 2,500 square feet. The graphics were printed on 3M™'s 180CV2 Vinyl with Matte Laminate.

