



When Golden Distributing Company, a major distributor of Coors brands in the North Texas region, wanted to produce eye-catching banners to decorate a 100 ft. by 80 ft. tent promoting an infield NASCAR event for V.I.P. entertainment, they needed to find a durable media solution that would be able to withstand strong winds and rain and still look terrific. The banners were strictly for outdoor use, which is an environment outside Golden's expertise. As important as image quality is to this sponsor, outdoor durability was critical to the success of the project. Based on a number of positive experiences with Magic® brand digital imaging media, Golden Distributing Co. decided to use Magic DMVB15 scrim vinyl and Magic DMPPM7 polypropylene outdoor/indoor banner materials. Golden Distributing obtained a sample of the media to test, and determined that the product performed well and would meet their needs for production of the Coors banners.

"The decision to use Magic scrim and polypropylene banner media was extremely important to the outcome of the project. Utilizing these two banner products was the best way to get the project successfully completed," said Stacy Jones, point-of-purchase coordinator for Golden Distributing Co. "Both Magic products possess excellent imaging characteristics and outdoor durability. The image quality was far superior to any other products we have tried in the past. Considering other products was not a serious option."

During the five-day NASCAR event, the banners were exposed to tornado-force winds and rain soaked everyone, and everything, in sight. "During these five days, the Magic banner materials held up to the force of the water, the ink did not run, and the grommets did not pull out," said Jones. "On the sixth day when the sun came out, the signs dried with absolutely no water marks or damage at all."

The Coors Light Race Team commented on how well the banners stood up to the high winds and rain for the duration of the event. In fact, one of the drivers even took the banners home. Others complimented the richness of the colors and outdoor durability of the banners Golden Distributing had created.

The images that showcased Coors Light NASCAR race cars, Coors brand logos, and other varying designs were created using Adobe® Illustrator® and Photoshop®. Next, the banners were printed on a Roland Hi-Fi Jet Pro and laminated with the GBC Eagle 105, custom cut and grommetted. In total, Golden Distributing produced four triangular-

shaped 40 ft. x 5 ft. and four rectangular-shaped 40 ft. x 3 ft. banners. The entire design and printing process took about two hours per sign.

"When I first started in this industry, we were cutting vinyl to produce banners and other signage. The transformation to digital printing has greatly improved the ease of use, quality and turn around of the promotional materials we create," noted Jones.