



The Good Humor-Breyers Ice Cream Company recently completed a new addition and renovations to their corporate headquarters in Green Bay, Wisconsin. Among the unique alterations in the building were the remodeling of the "KidsLab" and the employee lunchroom. Good Humor Breyers, particularly through the Popsicle® brand, has an ongoing need to learn more about kids - their likes, dislikes and lifestyle. Rather than relying on traditional focus group settings that are really geared towards adults, published studies, and other secondhand information, the company decided to create a kid-friendly environment on site. There, kids would feel more comfortable interacting with each other as well as members of the marketing and R&D teams, while providing a firsthand learning opportunity.

Wild Blue Technologies, a company that specializes in environmental graphics such as museum exhibits, arena art, P.O.P graphics, fine art reproductions, trade show displays, etc., produced six innovative wallcoverings to augment the environment of the newly remodeled space.

"The most significant challenge was the deadline," said Steve McClean, president, Wild Blue Technologies. "The murals had to be conceptualized, designed, approved, built, produced at a high resolution and installed within four weeks." Wild Blue worked with two local design firms to develop the wallcovering, Dais Design, who developed the KidsLab, and Imagination Inc., who developed a "retro" mural for the lunchroom.

In the KidsLab, Good Humor-Breyers wanted to create a completely fun environment for the children to get creative in. Dais Design developed the desired environment by creating rough sketches, then incorporating custom illustrations and product photography. "I tried to create the graphic aspects of an environment that I'd enjoy were I a child," said Bill Dais of Dais Design.

Each character was drawn and redrawn with pencil and tracing paper, inked and then scanned. In Photoshop, the line art was rasterized and colors were added via painting techniques. Some of the figures were integrated in surreal ways with Good Humor-Breyers products.

Once a figure was completed, it was flattened and brought in as a layer to one of the larger main sections of background. Due to the large size of the wallcovering, it was

necessary to carefully flatten layers, in proper order, as they were finished to keep file size manageable. Artwork for the floor and other areas was generated in Adobe Illustrator, and color schemes were developed in conjunction with Wild Blue and Good Humor-Breyers.

"The Good Humor-Breyers KidsLab Wall treatment was certainly an unusual project, in the respect that it required envisioning not just the wall graphic, but the colorations for every item in the room - from the floor to the cabinets to the TV set," said Dais. "The over-the-top approach requested by the client necessitated the re-evaluation of a few design school dictums, all in the name of fun, of course. I am pleased that the wallcovering, and KidsLab design in general, has gone over well."

For the lunchroom, Good Humor-Breyers was interested in creating a nostalgic environment that played upon the long history of the company, which is deeply rooted in Americana. Imaginasium was given several boxes of archived material- photos, clippings, packaging and advertisements that spanned the entire history of the company. From these materials, wall treatments were created for the large curved walls, the main features of the room. The primary focus was the elements that would tell the Good Humor-Breyers story, the innocence of '50s era children engaged in the pure delight of ice cream, delivery vehicles from horse drawn to motorized, ads and packaging from the turn of the century, all carefully juxtaposed to create a coherent whole.

The challenge came in adding color, as most of the reference materials were originally black and white. Wild Blue provided samples of the carpeting, chair coverings, wallpaper and customized artwork from the room, from which Imaginasium created a color pallet to use in the murals. The background color fields were merged, and digital hand coloring and overall tonal shifts were used to unify and balance the numerous elements.

At Wild Blue, the production process for the murals required interpolating the art from 20 percent to 100 percent and outputting it with attention to precise specifications. This was complicated by the fact that a majority of the walls were either half circles or had curves.

The final output was printed on Magic® brand DMiBOP10 wet-strength paper reinforced with nylon and latex, manufactured by InteliCoat Technologies, using a 62" Roland Hi-Fi Pro 8-color printer with pigmented inks for added image durability. A GBC Falcon F-60+ laminator was used to transfer, under heat and pressure, the protective Magic DMFTP ultra-thin lamination to the printed substrate. DMFTP offers additional protection against fading, water, cleaners and abrasion. The outputs varied in size from 9' tall by 52' wide, to 9' tall by 16' wide, and the murals were printed and finished in a total of eight days.

"The role of the media was crucial in this project, as it demanded a very reliable product. Without Magic media, we would have incurred substantial additional expenses in not only materials, but also installation," said McClean. "Because of past successes with Magic, we did not even consider other media options. Magic recommended the product for this application and provided outstanding support. There was no room for error; Magic delivered and we are very pleased."

"Other clients are quite impressed by the result and have requested similar projects on a smaller scale," added McClean. "The feedback from the employees at Good Humor-Breyers has been very positive, and all seem to enjoy the new environment."

"Things have changed dramatically in our four years of business," said Steve McClean. "The exposure and knowledge of the customer has increased, the available variety of media has expanded greatly, and the flexibility and application of the ink jet process has exploded. I see a trend toward a customer's tendency to showcase individualism, and a trend toward utilizing an ever-growing array of media for an ever-growing array of applications."