



Hans Suter Park & Wildlife Refuge, located on the Oso Bay in Corpus Christi, Texas, is home to a wide variety of wildlife- seagulls, pelicans, herons and egrets, just to name a few. The park provides many exciting opportunities to explore nature, including a boardwalk that projects into the marsh, and expert-led nature walks.

When the park decided to install signage to promote itself, they turned to Corpus Christi-based Cooper Outdoor Advertising, which specializes in producing outdoor promotional materials such as billboards, transit shelters, banners and signs. The park's requirements were substantial: they wanted high quality, durable outdoor signage that would be able to withstand the elements and last for a long period of time.

To accomplish this, Cooper Outdoor Advertising chose InteliCoat Magic® DMVLA5 matte calendered vinyl. "We needed a long-lasting media product, one that offered long-term color-fastness and adhesion," said Robert Whitehurst, sales manager of Cooper Outdoor Advertising. "We chose InteliCoat's Magic brand wide format ink jet PSA vinyl media because it holds up well to the elements and provides good adhesion. Other vinyl products that we have tried do not last as long, and don't mount as well because the adhesive backer will sometimes come off the Sintra®."

The signs were printed on the InteliCoat Magic DMVLA5 vinyl with an ENCAD Novajet Pro 60E using GO inks, and then laminated with a Seale 62" laminator using an outdoor laminate wrapped around the edges of the signs and around the back of the Sintra. The signage is displayed at Hans Suter Park & Wildlife Refuge in PVC sign holders with Plexiglass®, exposed to direct light. While the entire process took only about two hours to complete, the signs have been on display for almost four years and still look great!

Whitehurst, a sign industry veteran of 13 years, commented, "With the advances in digital printing, you can create more and more applications every day. We can do things now using digital printing that could have only be imagined 10 years ago, and would have been extremely expensive to create just five years ago.

"I used to rely on artists that cost thousands of dollars to create the same applications that I now create in a few hours for substantially less," continued Whitehurst. "This opens up

a lot of possibilities for our clients to be more creative and effective in their written communications to their customers, and for us to create practical and attractive signs."