



Mounting

SINTRA®

CHARACTERISTICS

- Sintra Bright White is the brightest & whitest PVC board on the market
- Easily formed into almost any shape using wood & foam board fabrication
- Lightweight yet rigid and durable
- Superior dent & scratch resistance
- Chemical resistance
- Heat formable

FABRICATION

- Mounting
- Repositionable Vinyl
- Digital & Screen Printing
- Painting
- Knife & Saw Cutting
- Routing
- Die Cut/Punch
- Forming Curves

APPLICATIONS

- POP Displays
- Wayfinding
- Wall Displays
- Interior Signage
- Exterior Displays



CASE STUDY: ATHLETIC SHOE DISPLAYS MOUNTED ON SINTRA® FOR SHOPPING CENTER OPENING

Designers at Vector Impresion Digital in Medellin, Colombia, stepped up to the challenge of creating 12 larger-than-life Reebok athletic shoe displays last fall with the help of Sintra® graphic display board. Twelve images of Reebok athletic shoes – each measuring approximately 14-feet by 5-feet – were displayed from September through November 2010 at all entrances to the Santa Fe shopping center in Medellin, inaugurating the opening of the new mall and highlighting its Reebok store tenant.

Sintra® is easy to fabricate with wood or foam board techniques. It cuts cleanly, creating smooth edges; and, it can be direct printed and accept vinyl graphics. Sintra® fabricates easily without special tools and can be heat formed and laminated to other materials.

Sintra® was chosen for the Reebok athletic shoe displays following a review of several substrates, according to Monica Ruiz, marketing manager, SEL Consulting.

“Our customer was challenged to create an original display that would communicate amazing and new ideas to the public; and, Sintra® offered important features to help accomplish that goal,” said Ruiz. “Not only could Sintra® easily be formed into shapes, its superior dent- and scratch- resistance was especially important in these exterior displays. Additionally, since Sintra® is quite new to Colombia, we wanted to show what a good impression it can make to the graphic display industry in this country.”

Images of the Reebok athletic shoe were digitally printed with a Konica Minolta K-Jet 320 printer onto repositionable vinyl and applied to 4-foot by 8-foot sheets of Sintra® in the Bright White color and 3mm thickness. (Sintra® Bright White in the 4-by-8 sheet also is print optimized for images that are directly printed to the substrate.)



“Sintra® is one of the best materials we’ve used for graphic arts production,” said Mario Ernesto Gutierrez, manager, Vector Impresion Digital. “The surface of Sintra® Bright White is very white and clean in appearance, and it can be formed into just about any shape. The installation of the Reebok athletic shoe displays relied on the light weight, rigidity and durability of Sintra®. We’ve been impressed with the quality of 3A Composites’ graphic display boards.”

Printed vinyl images were applied to six sheets of Sintra® for each display. Images then were die-cut to create the shoe shape. Finished displays were installed with a steel structural frame.



Photos courtesy of Vector Impresion Digital & SEL Consulting

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Not sure if SINTRA® is what you need?

Check out some of our other brands! Our materials are designed to solve any need for way-finding, POP displays, and interior or exterior signage that require unique customization to bring your environment to life.

