



Retail/POP

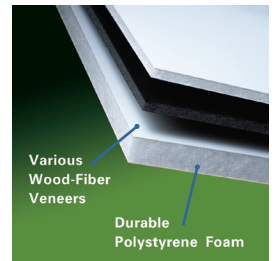
GATOR®

CHARACTERISTICS

- The industry's original, unique, heavy-duty foam board
- New, bright white facer is brightest board of its kind
- Excellent reputation for digital & screen printing
- Very good dent and scratch resistance
- Very smooth surface
- Extreme rigidity

APPLICATIONS

- Exterior Signage
- Hanging Signs
- Event Displays
- Window Displays
- Interior Signage
- Wall Displays



FABRICATION

- Mounting
- Digital & Screen Printing
- Painting
- Saw Cutting
- Routing
- Dimensional Letters

PRODUCT AVAILABILITY

GAUGES	FACERS	CORES	SIZES
3/16", 3/18"	BRIGHT WHITE	WHITE FOAM	48"x96"
1/2", 3/4"	BLACK	BLACK FOAM	50"x100"
1", 1-1/2"	NATURAL		60"x96"
2", 3"			60"x120"

*PLEASE CONTACT YOUR SALES REP FOR MORE INFORMATION AND AVAILABILITY

CASE STUDY: SAKS 'GLAM GARDENS' BEAUTY FEST REACHES NEW HEIGHTS WITH GIANT GATORPLAST® FLOWER STANDEES

Saks Fifth Avenue debuted its "Glam Gardens" annual spring beauty event three years ago as a celebration of its top beauty retail partners and charitable partnership with The New York Botanical Garden. The "Glam Gardens 2017" beauty event took the floral theme to new heights this April with more than 550 larger-than-life 5-foot, 6-foot and 7-foot-tall flower standees created for display at all 41 Saks Fifth Avenue full-line stores in 22 states and Canada by Ignition, a full-service visual communications company based in New York City.

Ignition chose ½-inch Gatorplast® graphic display board by 3A Composites USA in the custom white facer/black foam/white facer color combination for double-sided direct digital printing of giant poppy, garden rose and daisy standees in vibrant colors with an EFI VUTEK UV G33250 LX printer. The floral standees were set into grass-shaped bases direct printed on ½-inch white Gatorplast®.

(Gatorplast® consists of extruded polystyrene foam bonded between two high-impact polystyrene cap sheets. It can be digitally direct-printed, saving time, labor and materials. No surface priming or pre-coating is necessary. Additionally, vinyl lettering can be applied to Gatorplast® and then removed or repositioned without incurring damage to this graphic display board's tough plastic surface.)

The Westbury, N.Y., branch of Laird Plastics supplied the Gatorplast® for the graphic displays. "We went through several rounds of revisions," said Kronenberger. "Our client wanted free-standing displays but didn't want a chunky base.



We wanted to maintain the integrity of our client's vision. ... Some of the store visual managers chose to hang the flowers from the ceiling, so some didn't have bases. We created several dozen prototypes to check the stability of the standees within a slotted base that was designed to look like grass. We tested thinner boards but decided on the 1/2-inch thick Gatorplast®."

Gatorplast® was selected to create the flower standees, "because we wanted a lightweight, rigid substrate that would be self-supporting and could be produced with a black center," said Kronenberger. "Gatorplast® was economical and could carry its own weight. It produced exact cuts."

Ignition designers configured direct digital printing of the 550 flower standees in multiples to utilize nearly the entire 48-inch by 96-inch sheets of Gatorplast®. The flower standees were cut with a Zund G33XL cutter.

Laird Plastics recommended Gatorplast® for the standees not only because it could be custom ordered in the white/black/white color combination but because it could be manufactured quickly and shipped directly from 3A Composites' manufacturing facility, according to Wayne Elliott, graphic specialist, Laird Plastics. "It's a great product. It's priced well and the styrene facers can be direct printed on both sides with a flatbed printer. ... 3A Composites met our customer's timeframe."

Photos courtesy of Ignition

"Gatorplast® was economical and could carry its own weight. It produced exact cuts."



Not sure if GATORPLAST® 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 signage that require unique customization for different applications.

Distributed by:

 Polymershapes

Call: 1 (866) 437-7427
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