



HKS Holiday Retail Window Graphic

CASE STUDY



Announce Your Brand in Vibrant Color with Digital Solutions from SWBP

Global architecture firm HKS came to SWBP looking for a large holiday window graphic solution for the lobby of their Dallas office. They wanted to achieve a stained-glass look that would be transparent and visible from both sides. With a Canon Arizona 365 GT in our shop, the SWBP team knew we could deliver.

To achieve the color vibrancy that HKS requested, we applied a color layer followed by two white layers followed by another color layer, all on a single-side, first-surface printing on clear 3M window cling material. The finished holiday graphic was comprised of 17 panels, approximately 7 feet tall, spanning over a length of 61 feet. The final challenge was to scale and apply a multi-window graphic to achieve the look of one flawless, continuous image. SWBP delivered a turn-key product, including managing the expert install. HKS was very pleased with the outcome and we are proud that we've been able to "Knock another project out of the park" for our long-term client.