



VISUAL
MARKING
SYSTEMS



STAYING AHEAD OF THE CURVE

transforming spaces with unmatched image quality

How VMS Combined Flexibility and Flawless Full-Color Prints to Overcome Challenging Surfaces



CHALLENGE

CCA Advertising Art & Photography, a team of creative graphic designers and photographers, asked Visual Marking Systems (VMS) to develop front lobby signage for their client, Cleveland Steel Container (CSC). CSC wanted two large, full-color, photographic-quality prints to hang inside their corporate office.

The challenge? CSC's office walls were curved, so a typical picture in a frame wouldn't do. That's where we came in, ready to provide a creative solution.

SOLUTION

Understanding the critical importance of image quality for this project, our design engineers began by researching

materials. We aimed to identify a flexible substrate that would adhere smoothly to the curved surfaces without compromising the integrity of the print.

To ensure the best outcome, we created color-proof prototypes on multiple substrates, allowing CCA to test them firsthand. Throughout the process, we worked closely with CCA, maintaining a continuous proofing process to guarantee that the color and custom graphics met their exact specifications and were produced at the highest possible quality.

RESULTS

The collaboration between VMS and CCA Advertising resulted in a visually stunning and durable solution that exceeded CSC's expectations. VMS delivered two flawless, full-color photographic prints that perfectly adhered to Cleveland Steel Container's curved walls. The custom prints met the challenge of a unique surface and maintained exceptional image quality, color vibrancy, and longevity.

The high-performance materials ensured the prints would withstand the test of time, retaining their sharpness and color integrity, creating a professional and welcoming atmosphere in CSC's corporate office. VMS's commitment to flexibility and precision ultimately transformed a complex project into a seamless success, reinforcing its reputation as a leader in wide-format graphics and custom printing solutions.

"Because image quality was so critical on this project, VMS printed out large samples for us to evaluate. The end results were stunning! Our customer was extremely happy with the final product."

CHRIS COVILLE
Owner



**CCA Advertising Art
& Photography, Inc.**

