



# A SWEET MURAL

HOW PUBLIGLOBOS INSTALLED A MESMERIZING GRAPHIC ON AN 11,296 FT<sup>2</sup> EXTERIOR WALL

A large candy manufacturer, based out of Mexico, hired Publiglobos to wrap an 11,296 ft<sup>2</sup> wall that is located on a busy avenue with lots of dust and debris, exposed to harsh sunlight for extended periods of time, and heavy rain during the rainy season. Publiglobos needed to find the perfect vinyl material for this job. The material needed to look great, be high-quality, extremely durable to deal with the elements, had to have great adhesion and had to be able to be applied quickly to reduce risk exposure and limit the number of installers.

## PUBLIGLOBOS®

Arquitectura Inflable

Publiglobos is a Mexico-based company with more than 30 years of experience specializing in digital printing of inflatables, tents, banner displays, and commercial advertising wraps. They believe that their long tenure and success are due to their quality of work.



Angelo Felix, owner of Publiglobos, first heard about Arlon at The International Sign Association (ISA) Expo 5 years ago in a presentation for vehicle wraps. After the event, they purchased some material to wrap vehicles and liked the results and quality. After that, they used Arlon for other project have been having a great experience with the product and customer service.

When selecting the right vinyl for the mural installation, Publiglobos evaluated different companies and materials. Ultimately, Arlon's quality products and top-tier customer service and support helped them make their decision.



ARLON



“The installers mentioned that the material was very friendly and easy to use. I was worried that the high adhesion would make the material complicated to apply, but the truth is, the project application was very smooth. [DPF 8000] has been very easy to work with.”

-Angelo Felix

Publiglobos used DPF 8000™ Ultra Tack with Series 3420 overlaminate to complete the entirety of their 11,296 ft<sup>2</sup> wall mural using two installers over a period of five weeks. They experienced a smooth install and when the work was completed, they heard nothing but positive remarks from the client and onlookers alike.

The materials met all their client's needs, and their client was extremely satisfied with the finished result and the reactions that their mural received from the public. According to Felix, installers, the building architects, everyone is saying the mural looks spectacular - “You can even see all the cars slow down to get a better view”.

“I would totally, totally, recommend this product. This product was designed for this type of application. To tell you the truth, the quality of the product was great, but the real difference is in the service. I've received very good attention and support from Arlon. We feel that there will be many more projects like this in the future, and of course, if the service and quality continue, we'll be using Arlon.”

- Angelo Felix

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