



*Philadelphia's Trusted Source for Embroidery, Silkscreening and Digital Printing Solutions.*

827 South 9th Street Philadelphia, PA. 19147 1.800.972.1514 info@tripleplaysports.com

**Product Alert!** Triple Play Sports now prints and installs **RoughRAP™ WALL WRAP GRAPHICS**

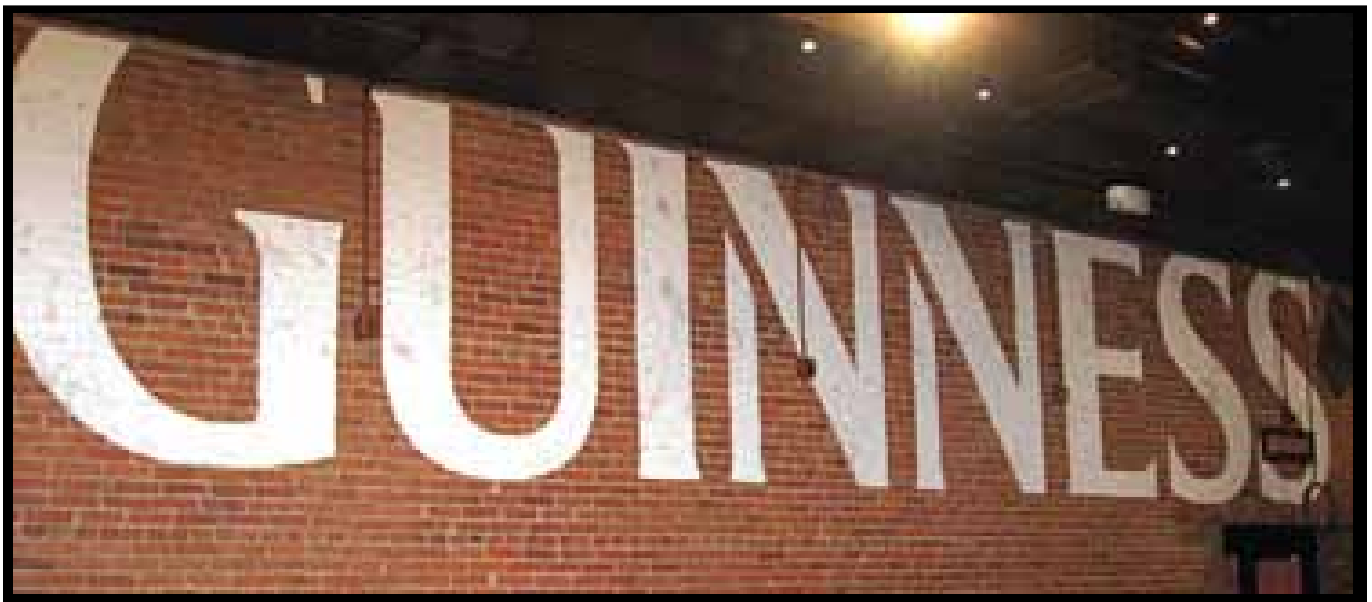
Dear Sir/Madame,

**Triple Play Sports** is a leading provider of custom embroidery, silk-screening, and digital printing services in the Philadelphia area. The latest addition to our ever expanding product and service offerings is **IMAGin® RoughRAP™** wall wrapping film from MACTac®. From outdoor signage to pillars and wall murals on brick and textured surfaces, **IMAGin RoughRAP** provides exceptional conformability, an easy tear-free application and vibrant finished graphics for unmatched quality and success.

The advertising/artistic medium is perfect for maximizing brand exposure in exterior urban landscapes as well as complimenting any interior design schemes. The film is applied using a heat gun and a soft squeegee and does not damage the surface when removed.

**Durability:** The outdoor durability of the printed graphic is 18 months, but can be extended for years (if desired) using special lamination techniques.

Below please find examples of **IMAGin RoughRAP Wall Wrap Graphics:**



A bar/restaurant wanted Guinness and Harp beer logos painted on an interior brick wall. An old, weathered paint look was achieved by using MAC tac's IMAG in RoughRAP removable adhesive vinyl paired with PERMACOLOR RAYS or matte overlamine. The letters on the Guinness logo were more than seven feet tall before cropping at the top, and the full logo measured 34 feet wide.



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### **RoughRAP specs**

- 2.1-mil soft white gloss, highly conformable PVC film
- coated on one side with high tack, permanent, opaque, acrylic pressure sensitive adhesive/ 80# polycoated 2-side release liner
- designed for direct application on masonry/brick walls
- use of overlamine extends life of the graphics (if desired)
- self installation instructions available



In the 9th Street Italian Market store owners are celebrating the 2010 World Cup games by having these wall graphics applied directly to brick wall surfaces.

**Pricing:** **IMAGin RoughRAP** is priced at \$12.00 per sq ft. Installation is \$25.00 per 6 sq ft.

Feel free to give us a call to discuss this product in greater detail. We look forward to hearing from you.

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