## Going With the Flow: How Fabric Smoothed the Way for One Retailer

The Challenge: Standing Out From the Competition

It's a difficult challenge that's plagued advertisers and retailers for years. Standing out in a sea of competition requires creative marketing, out-of-the-box designs, state-of-the-art custom graphics and high-quality imagery.

Autoway Nissan needed to significantly improve an existing kiosk in the Westfield Brandon Mall in Florida. The overall layout and signage was not cohesive, and the graphics were outdated and uninteresting.

The Solution: High-End Custom Fabric Graphics

Signs By Tomorrow (SBT) Rockville, MD presented the solution for standing out from the crowd: high-end, custom fabric graphics for the Westfield Autoway Nissan's kiosk.



# **Case Study**: Fabric Graphic Displays

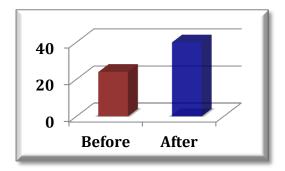


### Fabric Banner Benefits:

- Seamless
- Simple to Install
- Visually Stimulating
- Flexible
- Low Cost Shipping
- Convertible
- Sized to Fit
- Stretchy Material
- Large Graphics







The Impact of Fabric Graphic Display on Autoway Nissan Sales Leads

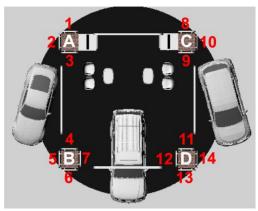


Illustration of Kiosk Floor Plan

### The Result: Fabric Graphics Delivers the "Wow" Factor

Without a doubt, fabric display is a hot trend in marketing graphics. The flowing look combined with the vivid colors achieved through the dye sublimation process capture the attention of today's visual audiences to achieve the coveted "wow" factor. The Signs By Tomorrow signage and graphics design team looked to Europe to source the frames needed for this project.

The Signs By Tomorrow team chose fabric graphics for the Westfield Autoway Nissan solution because nothing delivers the richness of color that the combination of fabric and dyesublimation printing does. The vibrant colors give a high-end appearance. With custom graphics printed to the curved edges, the impression of a seamless solution is clear. This cutting-edge alternative to bulky metal frames maximizes the flexibility of the stretchy material. Frameless graphics are convenient and simple to install in minutes. Large printed



graphic sizes can be achieved on fabric.

Before Signs By Tomorrow Upgrades

Autoway Nissan occupies the floor space in the mall's center court and features three cars, overhead banners, computer cart and several sign holders. The client generated 17-31 car sales per month, although the lack of custom signage and graphic updates was very obvious.

"The new look is great.
I wrote 40 leads last
Saturday."
Tom Swayze,
Onsite Autoway Sales



"Our client required cuttingedge fabric technology and we delivered." Signs By Tomorrow Rockville



#### After Signs By Tomorrow Upgrades

Signs By Tomorrow's curved custom fabric display solution increased sales leads dramatically, after the upgrades were installed. New sales leads were obtained and the fabric display solution made a strong, lasting impression.

#### Taking Graphics to the Edge

High-impact fabric graphics take images literally to the edge, eliminating the framed-in look. For Autoway Nissan, the showroom atmosphere was re-created as the mall's brick columns were covered with the custom fabric artwork. The new graphics coupled with the custom workstations gave enhancements that increased the visibility for clients.

To create the seamless look, Autoway Nissan chose 18 silicon edge graphic framing systems. Signs By Tomorrow's design team produced fourteen 3'x12' dye sublimation prints on fabric that wrapped around columns and four, double-sided 4'x12' dye sublimation prints for the client. Finished with silicone edges and inserted into fabric frames, the impact of the fabric graphic display is tremendous.

Custom fabric graphics are easy to change if different Nissan vehicles are required in the future. Signs By Tomorrow Rockville sent a team of experts to handle the fabric installation after hours to avoid disruptions to mall patrons.

Lightweight and inexpensive to ship, Signs By Tomorrow's fabric graphics are the perfect solution for many marketing strategies.