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CASE STUDY

JVI OUTFITS RETAIL STORE WITH HUGE SEG GRAPHICS

Myles Tyler's gaming store, Legendary Wolf Games, opened in early December. This innovative store for gamers is located at the Oak View Mall in Omaha, Nebraska. The 3,400 sq. ft. store needed to make an impact for its key demographic, and with the help of JVI they hit a homerun.

John Whitt, CEO and President of JVI helped advise Myles as to the best use of SEG (Silicon Edge Graphics) and JVI's SEG Modular system for the wall graphics. By using dye-sublimation printing and JVI's SEG Modular System they were able to print and install huge graphics throughout the store. There were several key advantages to the system.

- Low Profile- the frames that the images are attached to stick out no more than 3/4 of an inch from the wall.
- Fabric- Besides being fast and easy to install, fabric is also glare proof and with the JVI system- also wrinkle-proof. Additionally, the system allows for quick and affordable change outs for special store events.

The Legendary Wolf Games store displays 4 of the huge graphics. The largest is 10' x 20' with the remaining 3 being almost 10' x 12'. In addition to the huge graphics, JVI also created 9 wall stickers ranging in size from 40" x 60" to 19.5" x 40"

"The quality of the graphics are amazing, they literally draw people in from the mall. To have all these graphics installed in one day was also a big plus. I also can't say enough about the service JVI provided," stated Myles Tyler.

