

Sports Venue PADDING

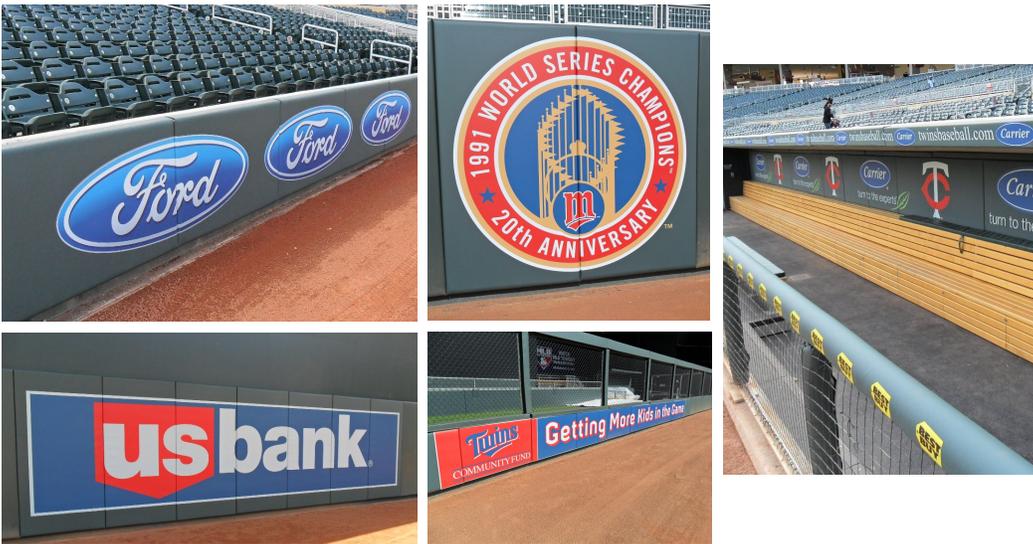
BY ARTISTIC COVERINGS

In February 2011, the Minnesota Twins and Sports Venue Padding began discussing how the team could utilize the integrated digital printing system offered exclusively by Sports Venue Padding. When Target Field opened in 2010, the Minnesota Twins produced and installed vinyl decals for their team and sponsor advertising. The outfield wall, baselines, dugout rails, dugout lip, and dugout walls were covered in vinyl decals, which would peel, fade, and crack during the course of the season. The Twins were forced to replace the decals multiple times during the season and the process became tedious, time-consuming, and costly.

Sports Venue Padding approached the Twins to discuss the integrated digital printing system – the team was impressed by the ability to print directly onto the colored vinyl – no longer would the Twins need to replace, maintain, or worry that team and sponsor advertising would peel, fade, or crack. Sports Venue Padding provided an entire field lay-out of the artwork – including placement and dimensions. After approval of the lay-out, Sports Venue Padding sent actual samples of each piece of artwork to the Twins for approval prior to production.

After the approval process, Sports Venue Padding produced and installed all team and sponsor signage at Target Field for the Minnesota Twins prior to the 2011 season. Since installation in early April 2011, all the signage has remained as beautiful and durable as the first day of installation. The Twins were thrilled to have one firm provide in-house design, production, and installation. Throughout the season, Sports Venue Padding continues to provide support if team or sponsor artwork changes or new signage is necessary for production and installation. It was truly a pleasure to work with the Twins on their team and sponsor signage and provide them with a custom solution for problematic and archaic vinyl decals.

Project: Target Field
Client: Minnesota Twins
Completion Date: 4/8/2011
Vendor: Sports Venue Padding



As the industry leader in custom solutions for difficult to cover areas, Sports Venue Padding – located in Los Angeles, California – evaluates, designs, fabricates, and installs field padding for your facility to provide the necessary protection for players while maintaining a beautiful finish.

In addition to providing custom solutions, Sports Venue Padding works with the team and facility to produce and install their sponsor or team advertising through a digitally integrated printing system. This unique system prints sponsor or team advertising directly onto the teams' custom colored vinyl.

The combination of custom solutions and an integrated digital printing system separates Sports Venue Padding from other padding manufacturers in the United States. In 2011, Sports Venue Padding worked with eleven of the thirty Major League Baseball teams; ranging from full stadium padding and signage projects to dugout railing/signage and projects sizes in-between.

REFERENCES

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