

# The Look of the Games

For the Winter Olympics, this printer produced 50 bleacher-back images on its four Nur superwide-format printers.

by Nancy A. Hitchcock

Vision International has been busy lately. To provide graphic impact to Salt Lake City during the Olympics, this local imaging company printed 190,000 square feet of images to cover the backs of bleachers set up at all the venues, including those for ski jumping and racing, the luge, bobsled, and the skeleton. "We printed an athlete image that was reflective of that particular venue," explains Gene Chambers, vice president of marketing. "At the Utah Olympic Sports Park—where they had ski jumping, bobsled, and luge, for instance—we printed the ski jumper on the back of the bleacher." The 105x350-foot ski jumper was the largest of the 50 bleacher backs that Vision printed. It required eleven 32x100-foot panels to be printed and seamed together. All 50 bleacher-back graphics were printed on Vision's four Nur Blueboard Hi-Q superwide-format inkjet printers on Nur's Flex PVC vinyl mesh.



In addition to these large graphics, Vision printed artwork for banners, signs, and venue towers at several of the different sporting events. These images were printed on Vision's two Vutek 5300s using a durable PVC vinyl media.

"It was satisfying to take on a job of this magnitude," says Chambers, "and produce images that were up to the standards of a worldwide event."

Nancy A. Hitchcock is senior associate editor.

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