



The wall graphic was installed using an overlap method.

It took one-and-a-half hours to put up the graphic.



A Game Changing Promotion



Spencer, Massachusetts—To highlight the grandeur of the sold-out eightieth Cotton Bowl Classic held last New Year's Eve at AT&T Stadium in Dallas, Texas, officials turned to custom printer E.H. Teasley Company to wrap large doors and windows with the Classic's game logo and additional iconic sponsor elements in both stadium end zones, totaling over 16,000 square feet.

This project posed many challenges in terms of the sheer scale of the graphic, the fact that it would have to be both installed and removed on a short timeframe, and the need to abide by the stadium's requirements. In addition, the graphic needed to be transparent without being washed-out by the sun and stadium lights.

Teasley Company used FLEXcon's SEETHRU-SIGN, a material that included optical clarity for see-through viewing from the inside out and graphic visibility from the outside looking in.

The installation team had only five days to install the graphic and one day to remove it, and they were able to do so with ease.

In addition to having a short installation window, Teasley Company had to wait to print the window graphics until the competing teams were announced.

SEETHRU-SIGN allowed for a clean install and seamless removal without any adhesive residue being left on the stadium doors and windows.