Posters that literally stand out from the crowd

We recently made head-turning, custom-made solutions when we produced 3D posters for advertising pillars and bus shelters all around Sweden. The 3D effect certainly makes the posters stand out from the crowd – literally.

Different solutions for different clients

Several large format printing solutions have been developed for various clients, among others eON, LEGO, and the Austrian National Tourist Office.

For the Austrian National Tourist Office, we full foiled an entire bus shelter with campaign foil upon which a layer of protective laminate was placed.

The poster for eON was printed on a backlit layer of film with punching to create a see-through look and subsequently a layer of foil was added to the glass. The clients decorated the bus shelter itself with Christmas decorations and lighting and the result turned out great, in our opinion.

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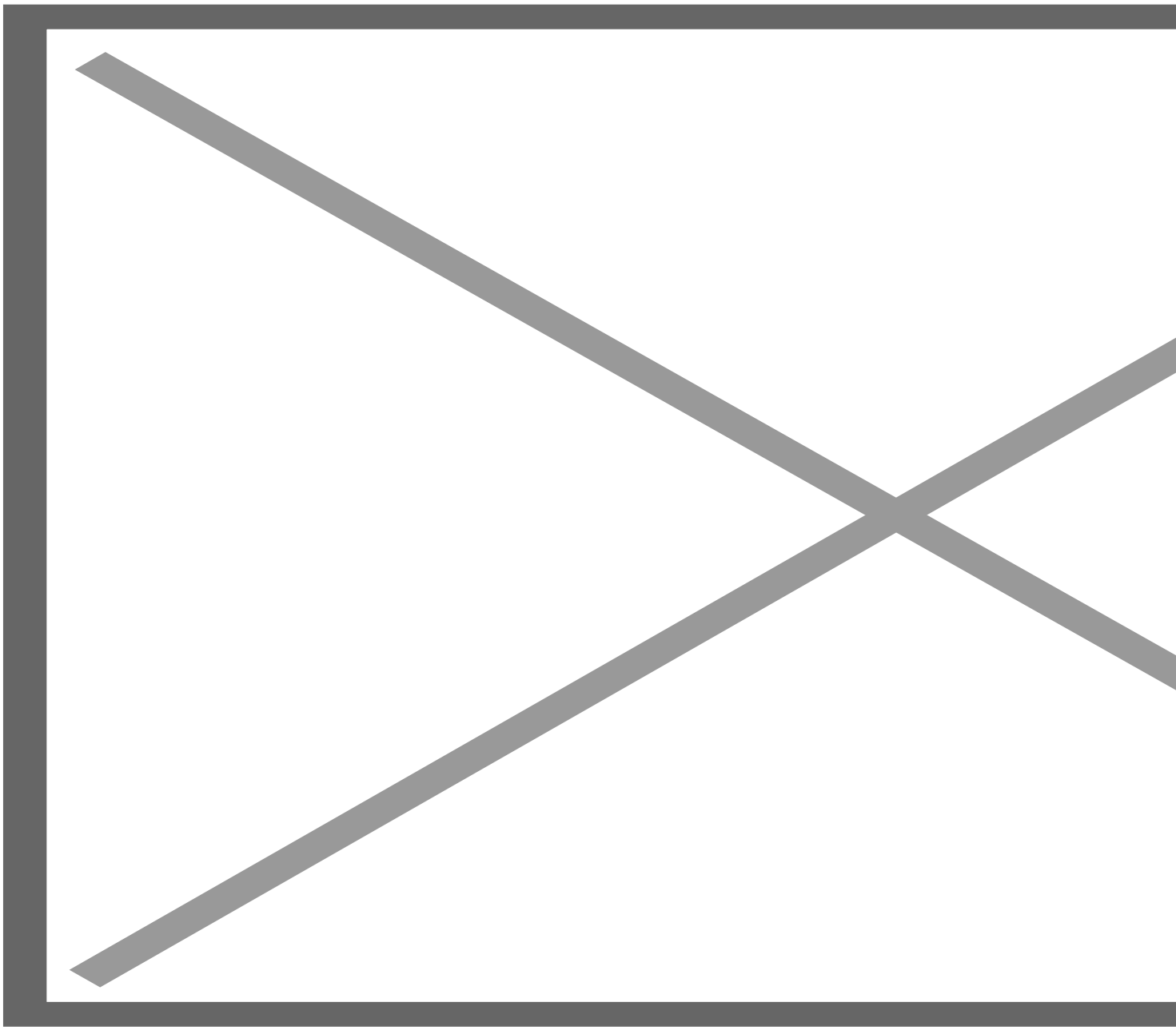
Case: Havelle



A treat for the children

For the campaign, a lot of printed poster material was also developed for children and childlike souls.

This resulted in a eurosize poster in paper for the movie 'Bamse' that was to be used for two different advertising pillars: an advertising pillar with see-through perspex and an advertising pillar with backlit opal-coloured perspex.

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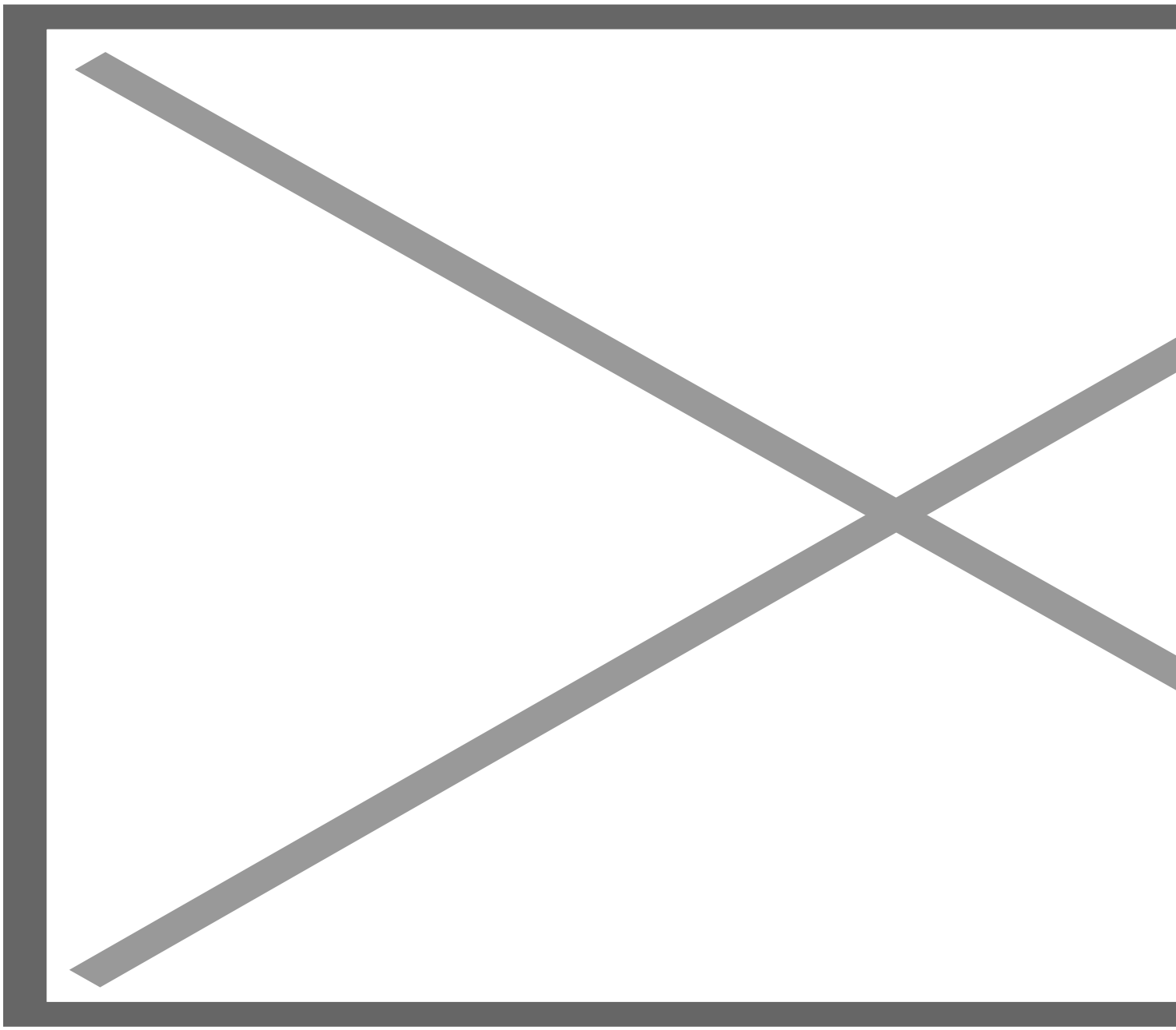

For the toy giant, LEGO, an opal-coloured acrylic plate was printed and used as a luminous frame. On top of that, a clear 10 millimetre layer of acrylic glass was added. Hereafter, print in several layers was added, which created the special 3D effect, and lastly the LEGO figure was cut out and placed to complete the installation.

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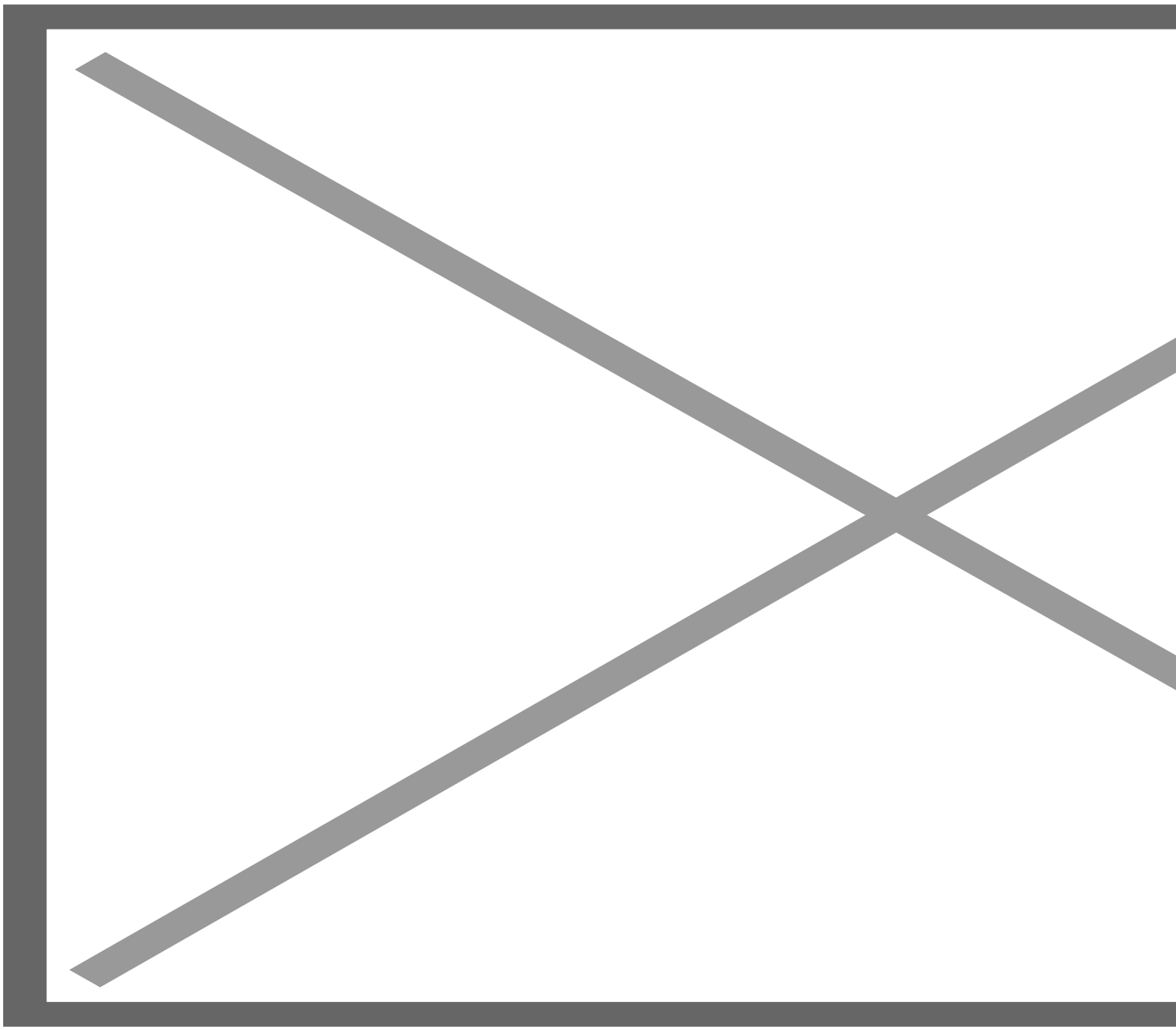

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