



## Client

Greg Filias & Sig Sauer

## Execution

Direct Digital Prints on 3mm Brushed Silver Dibond Polyethylene-Core Panels

## Task

Oversized Environmental Graphics for Sig Sauer's Corporate HQ

When brand strategist and marketer Greg Filias was tasked with outfitting key areas of Sig Sauer's corporate headquarters with an inspiring installation, he turned to Northeast Color to help execute the unique scale of his project.



**We've done environmental graphics for clients before, but not to this extent. This was huge."**

*- Greg Filias, Brand Strategist & Marketer of Sig Sauer*

Filias' project centered on converting a series of black and white close-up photographs of the raw steel that Sig Sauer uses to manufacture their world-class firearms into a set of grand format images, which would tie together their corporate headquarters' lobby, boardroom, and showroom.

To achieve Filias' vision while keeping the project on budget, Northeast Color digitally printed the images directly onto a series of 10' x 14' 3mm brushed silver Dibond polyethylene-core panels, which were both light and rigid enough to tolerate cleat suspensions in the various environments, despite their size.



**We found the right partner in Northeast Color. Based on their ability to not only deliver on time and on budget, but also to think outside of the box when it came to solving problems and coming up with solutions that had never been tried before."**

*- Greg Filias, Brand Strategist & Marketer of Sig Sauer*



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