

3M Science.
Applied to Life.™

A moving masterpiece, expertly delivered.

**3M™ Controltac™ Print Film 40C-10R
with 3M™ Envision™ Gloss Wrap
Overlamine 8548G.
Clear Focus one-way vision.**

Signageworld
Adelaide, Australia

► Background

Signageworld is a family-owned company that designs, manufactures and installs all types of signage solutions. With 30 years of experience, the business has invested heavily in top-of-the-line printing and signage equipment.

Signageworld were engaged by Journey Beyond Rail, the client behind this notable printing project, to undertake the printing and installation of three train carriages on Australia's iconic 'The Ghan'.

This was the biggest display to be ever featured on 'The Ghan', transforming the iconic and historic train into

"Working with the complex profile of the train carriages was the biggest challenge of the project. Wrap techniques were used to ensure perfect application of the 3M materials."

Derek Michalanney
Managing Director - Signageworld

a visual art display for the launch of Parrrtjima - A Festival in Light, showcasing artwork by artist Chantelle Mulladad. Regarded as one of the world's greatest rail journeys, 'The Ghan' in Australian history is a living legend. For it is the ultimate journey through the heart of the continent.

This mega project showed how vehicles can be transformed into mobile artwork and the sheer scale of the train in the vast outback was a monumental moment for all. Allowing Signageworld the opportunity to demonstrate their top level expertise and quality use of products on a monumental platform.

► **Situation**

Journey Beyond Rail required Signageworld to adapt the artwork so it was suitable to be printed and installed onto three carriages. Due to the original design being supplied in square format, the artwork had to be adjusted and recreated into a seamless tile. The design process and proofing of this took Signageworld approximately two days to produce.

Specific attention to detail was essential due to the complexity of the carriage profiles. A product and technique that could create visual mock-ups at a quick speed was crucial. This kept the colossal printing task within schedule in the proofing and approval stage.

The product pairing of 3M™ Controltac™ Print Film 40C-10R and 3M™ 8548G is typically not a matching combination. 3M™ Controltac™ Print Film 40C-10R is a polymeric base with 3M™ 8548G being a cast over laminate, a vinyl and film combination that is not normally endorsed by 3M or the industry. However, with the specification of two weeks longevity, 3M™ Controltac™ Print Film 40C-10R vinyl was chosen to ensure it could be easily removed from the train after the festival, with minimal time and effort. Nonetheless, the wrap successfully remained on the train for longer than required, after originally only being planned for a return journey; Adelaide - Darwin – Adelaide.

The biggest challenge of all was working with the precise form of the famous fleet. Signageworld needed to use a product that was highly conformable with excellent lifting resistance, alongside the use of high quality wrap techniques to achieve a perfect application.

► **3M Solution**

Journey Beyond Rail expressed their concerns with Self-adhesive vinyl due to their past experience showing consistent failings. They sought the highest quality product suitable for this ambitious project, that was both visually outstanding with durable form.

Signageworld and Spicers - the 3M distributor that supplied all the products used in this project - worked together to have complete confidence in the materials chosen. 3M's highly conformable and breakthrough performance films and laminate, offered just that.

3M™ Controltac™ Print Film 40C-10R, a film that offers great versatility making it perfect for outdoor use, was a foolproof match. It was a necessity that the film chosen could withstand being on a moving object, traveling over thousands of kilometers at high speeds in the harsh Northern Territory outback.

The 3M™ Controltac™ Print Film 40C-10R is perfectly paired with the 3M™ 8548G laminate to create the best-in-class wrap design. The film and laminate work together in conformability performance, bringing to life the application without any restriction. Effectively connecting outstanding gloss quality with exceptional performance and productivity.



Alongside this, the 3M products were also chosen to ensure when the wrap was removed it would not leave any residual adhesives, which would ultimately delay 'The Ghan's' next scheduled departure. The signage was only applied to the carriages for the festival's duration and needed to be removed without any issue.

By using the 3M™ Controltac™ Print Film 40C-10R, installation time is shortened using the pressure-activated adhesive, delivering a competitive solution that contributed to significant time advantages. With its ease of sliding, tacking, snap-up and repositioning, larger areas benefit primarily from the film's stretch. In addition, the better comfortability with heat for applications on complex profiles.

One-way vision material was also selected, so the wrap did not interfere with the travelers experience. This created a seamless display, without hindering the vision of the passengers in any way.

**Superior Performance through
3M Science.**



- **The 3M™ Controltac™ Print Film 40C-10R uses 3M™ Comply™ Technology**
Comply™ Technology allows air to exit through air release channels to the edge of the graphic
- **The 3M™ Controltac™ Print Film 40C-10R uses 3M™ ControlTac™ Technology**
Controltac™ minimizes the initial contact area of the adhesive for easy sliding, tacking, snap-up and repositioning
- **Removable**
Removable and Non Removable versions of the 3M 40 Series product range are available.

► Results

Installation took two weeks by Signageworld's four employees at the client's workshop. With printing taking approximately 30 hours with 400 square metres of printed area covered. Work was undertaken in a secure facility to ensure the project was kept under wraps prior to the unveiling.

The huge task to transform the historic carriages into a masterpiece, was succeeded by their print and wrap expertise and use of 3M's high performance products. By using 3M™ Controltac™ Print Film 40C-10R and 3M™ 8548G laminate, Signageworld increased time productivity. Offering the easiest solution when working with the complexity of the trains carriages profile.

They wanted to ensure the process was completed to the highest quality and competitive with industry leaders. Resulting in the 3M™ 8548G laminate offering excellent high gloss and clarity to the beautiful artwork by Mulladad.

The 3M products demonstrated a high specification solution to an overwhelming wrap display. Ultimately producing a striking transformation with all the attributes needed for a great installation experience.

The project showed how vehicles can be transformed into mobile artwork and the sheer scale of the train in the vast outback was a wonderful exhibition. The success and reach of the project has opened up opportunities for more artwork to be displayed in this way.

As a supplier of choice for some of Australia's most brand conscious organizations, 3M™ Controltac™ Print Film 40C-10R and 3M™ 8548G laminate played a valuable role in this high-quality installation. The 3M products offered an excellent and competitive solution.

Signageworld completed the work to the exacting standards of the complex train and brief, whilst managing to accomplish an astounding display admired by all.

"We are so proud to have been a part of this year's Parrtjima Festival, showcasing our talent to print and wrap three carriages on Australia's iconic 'The Ghan.' Our work has gone global reaching millions of people. All we can say is wow..."

Derek Michalanney
Managing Director - Signageworld

IMPORTANT NOTICE.

The results and outcomes of case studies or testimonials should not be interpreted as a guarantee or warranty of similar results. You are responsible for evaluating the product and determining whether it is suitable for your application. Please refer to 3M published specifications for product and warranty information.