

## Project Profile

### Digital Printing - Making Retail Experiential

#### Challenge:

Take 18,000 square feet of ordinary wall space, in locations around the country and bring it to life while reinforcing the Virgin Brand.

#### Customer Solution:

VGS, known for their large format digital print capabilities, worked closely with Virgin to create custom digital wallpaper. Together they created bold graphic designs that VGS printed on wallpaper requiring no special installation expertise.

With the successful wall graphics, the Virgin/VGS creative partnership expanded to include in-store promotions. VGS' broad capabilities include printing bold graphics on a variety of materials creating dynamic floor and wall graphics, suspended banners and custom in-store rear projection displays.

VGS liven up standard retail space with powerful digital graphics, which seamlessly boosted in-store promotions, enhanced partner brands and continues to deliver on the Virgin brand experience across the country.

PHOTOGRAPHY: EDDIE BERMAN PHOTOGRAPHY



Wallpapers and Posters



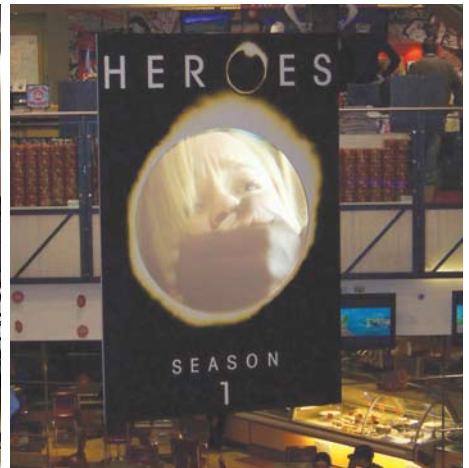
Floor Decals

Think.  
Create.  
Experience.

Project Profile: Virgin Mega Store



Wallpapers



Banners

Suspended rear-projection display

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