

# Rudkin Productions and Signs Now bring Noah's Ark to life with HP Latex Printing Technologies



## At a glance

**Industry sector:** Sign & Display  
**Business name:** Rudkin Productions  
**Headquarters:** Boerne, Texas, USA  
**Website:** rudkinproductions.com



**Business name:** Signs Now  
**Headquarters:** San Antonio, Texas, USA  
**Website:** signsnow.com



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## Challenge

- Rudkin Productions needed a high-quality printing solution to bring a large-scale mural project to life.
- Printing partner Signs Now had to print 24 large indoor murals that needed to be durable, easy to install, and safe for children—all within a tight time frame.

## Solutions

- Rudkin hired local signage company Signs Now, which recommended HP PVC-free Wall Paper printed with HP Latex Inks—a cost-effective solution offering amazing quality without the outgassing associated with solvent-based inks.
- Signs Now used two HP Designjet L25500 Printers to quickly and efficiently deliver the project on a tight timeline.

## Results

- Rudkin worked with Signs Now to deliver 7,700 square feet of stunningly lifelike, high-quality murals printed on HP PVC-free Wall Paper in less than 37 days.
- The HP PVC-free Wall Paper was printed with water-based HP Latex Inks, which eliminated the need for outgassing and allowed the team to accommodate a tight schedule.
- HP Latex Printing Technologies enabled the project team to create an odor-free environment where children can safely learn and play.

“The HP PVC-free Wall Paper and HP Latex Printing Technologies were very easy to work with and produced fantastic results. Whatever the future holds—we’ll be ready for it!”

—Scott Milgrom  
Owner, Signs Now

In September 2012, Rudkin Productions got the project of a lifetime. Cornerstone Church approached the Boerne, Texas-based ad agency with a special request: custom murals. Not just any murals, though—the church was in the midst of building a 28,400-square-foot children’s educational center inspired by Noah’s Ark. Two 10-foot-high walls in each of the Ark’s 12 classrooms called for lifelike décor depicting full-size animals traveling two by two. Truly a task of biblical proportions, the project also had another challenge: the murals needed to be researched, designed, printed, and installed in less than 6 months.

## HP PVC-free Wall Paper to the rescue

Rudkin account executive Meg Guillory knew she had to begin sourcing production materials right away. “We’re used to working on large-scale projects—and we’ve certainly made murals before—but this was by far the largest-scale project to date,” she explains. The agency immediately brought in Scott Milgrom from San Antonio signage company Signs Now. “It was a pretty tight production schedule,” says Milgrom. “When I saw it, I said, ‘Are you kidding me?’ I went in scared. It was the largest-scale project I had ever done.”

Priority No. 1 was print quality. After all, graphic designers were meticulously researching the exact size and weight of each animal for proper, lifelike perspective—and spending hours trimming digital images in Photoshop. “It was important that the images be realistic, true to life, and as close to 3-D as possible,” says Guillory.

Because the Ark would double as a Sunday school, the team also needed a durable substrate that would help meet health and environmental standards. “We were looking for something without any toxic odors—because children would be in the building less than 10 days after installation.”

Guillory and Milgrom considered canvas wallpaper, but determined that it wouldn’t deliver high photographic quality. Wall vinyl would require lamination and wouldn’t be efficient when it came time for panel replacement. The answer? HP PVC-free Wall Paper printed with HP Latex Inks.

## Photographic quality with low emissions

Thanks to water-based HP Latex Inks, the prints were delivered completely dry and odorless, so the team didn’t have to waste time outgassing. “Had 7,700 square feet (715 square meters) of wallpaper covered in solvent-based ink been installed, it would have knocked you over,” Guillory says. “That’s not OK when you’re dealing with children.” With the HP PVC-free Wall Paper, which is GREENGUARD Children & Schools Certified<sup>SM1</sup> and meets AgBB<sup>2</sup> standards for low emissions, the environmental impact of the entire installation was lower compared with other printing methods and materials.

The team also anticipated a significant amount of wear and tear over the years, so easy replacement of panels was a huge factor—and the HP PVC-free Wall Paper allows for a clean, smooth removal. “We’re talking about walls facing floor-to-ceiling windows,” explains Guillory. “So we were going to be dealing with fading and children under the age of seven, who would be touching or scratching the wallpaper.” Taking long-term durability and the mere scale of the project into consideration, the HP PVC-free Wall Paper saved the Rudkin team up to a dollar per square foot compared with the other possible substrates.



## Performance under pressure

With just 37 days total for printing and installation, Milgrom and the Signs Now team were faced with an arduous schedule—and very little margin for error. But Milgrom was confident that his two HP Designjet L25500 Printers, which handle as much as 65% of his business, were up to the task.

Milgrom automated the HP Latex printers to run day and night, and checked in remotely by streaming video of the Signs Now workshop to his iPhone®. “The HP Latex printer’s speed and automation kept the project on task and on schedule, allowing me to print with little worries and no issues,” says Milgrom. “HP Latex Printing Technologies allowed us to produce 7,700 square feet of HP PVC-free Wall Paper in 37 days—it was incredible! Plus, these printers practically take care of themselves. If I need to, I can just swap printheads, start fresh, and be back up and running in no time. You can’t do that with a solvent printer.”

When it comes to the versatility of HP Latex Printing Technologies, Milgrom is impressed. He can run a variety of substrates through the printers and normally uses HP 3M, Bantex, and Ultraflex materials. In addition to working with HP PVC-free Wall Paper, Milgrom also thoroughly enjoys working with HP Polyester Film. “We’ve seen outstanding results using many different types of media,” says Milgrom.

## Lifelike results take the client’s breath away

So what does Cornerstone Church think of its new ark? “The client loved it!” Guillory says. The HP Latex Printing Technologies delivered such high quality that the animals came to life. “The church leaders were in awe of the scope and the realism. It’s amazing to walk up to a vulture and know that this is what the full-size vulture would look like. A male peacock with its tail fully feathered up. A full-scale lion. I mean, how often are you going to be next to a full-scale lion? It literally took their breath away.”

Guillory and Milgrom were also amazed that they completed a project of this magnitude with very few hiccups. And when it comes to the future, Milgrom is optimistic. “We’re excited at the prospect of more projects like this one. The HP PVC-free Wall Paper and HP Latex Printing Technologies were very easy to work with and produced fantastic results. Whatever the future holds—we’ll be ready for it!”

1 HP PVC-free Wall Paper printed with HP Latex Inks is GREENGUARD Children & Schools Certified<sup>SM</sup>. For more information, see [greenguard.org](http://greenguard.org).  
2 HP PVC-free Wall Paper printed with HP Latex Inks meets AgBB criteria for health-related evaluation of VOC emissions of indoor building products.  
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