

In this blog, we hope to give you a little taste of everyday life as part of the exciting world of Jomark Graphics. One of the staff will talk about recent jobs, pass along tips or helpful hints, discuss things relating to our business/industry and hopefully a little insight into what we do and individuals and as a company.

For the first installment I want to discuss two recent jobs that we have produced. When I talk to people about the things we do, they very often are struck by the variety of jobs we execute on a regular basis. I guess that is one of the things that keeps us interested in a career in this particular industry.

The first project was for Lifetime Brands 2009 Tabletop show. The big thing about this project is the diversity of the graphic materials and the need for consistency across those materials. As this was a product launch event in a retail location in Manhattan, it called into play our knowledge of both the trade show and retail environments. Some of the graphics were direct prints on our UV machine on sintra. The client also requested some soft, elegant looking window graphics that were also double sided. For these we used a fabric printed on the UV. There were also a few wall graphics that needed to have that same elegant feel but needed to be mounted on a frame of some kind. We have been doing a great deal of artist canvas frames lately, so we took the same route with the window fabrics to form a stretched single sided banner around a wood frame. Everything worked out excellently and the client was very happy:

"I just returned from the table top show and want to thank you for the excellent execution of our graphics and banners for the show. The showroom looked great and the president of our company is very pleased. We will be using your services for future table top shows."





Just another diverse week at Jomark Graphics.