

TexWalk to add sizzle to even more surfaces



1. The GSP Print entrance sign applied to a brick wall has been installed for two years. 2. IMAX Melbourne Museum printed and installed by Visual Solutions Australia 3. TexWalk laid over exposed tiles outdoors. 4. Realistic brick effect at Melbourne Emporium produced by OPG Global.



When digging a little deeper into the story of TexWalk, it's clear things are not what they first appear. At least that's what the distributor, Visionary Digital, has recently discovered. According to David McCracken, sales and marketing manager the number of ways customers are using it is amazing. But there is a whole range of potential applications that are yet untouched. "Our customers are using TexWalk on tiles, plasterboard, concrete, brick, timber, steel and even asphalt. Many of these surfaces are outdoors," he said.

Since he began with Visionary Digital in February McCracken's priority was to learn more about the product and how it's being used. At first it seemed it was mostly employed on its intended carpet surface. Exhibitions and retail couldn't get enough of it. But there was more to it than that.

"Feedback came flooding in that TexWalk is far more versatile than we ever imagined," said McCracken. "The game changer was at a meeting with GSP Print, a Sydney-based printer owned by APN. I arrived at their offices to see a huge TexWalk print applied to a brick wall at the front entrance. It was being used for their main corporate sign." GSP plant manager Mark Grima confirmed the print had been applied to the brick wall for two years.

"After our main entrance sign was damaged in a storm we thought we'd try something different. It's worked much better than we expected," said Grima.

TexWalk is a revolutionary printable textured floor media originally designed for Carpet, now also being used in many creative, innovative campaigns on an extensive array of unusual surfaces with stunning effects. Visionary Digital brings it to Australia.

Customers sing praises

Dandenong-based fleet signage specialist, Fleetmark, installed TexWalk outdoors on tiles leading up to its office entrance. It was left on the tiles for six months and endured Melbourne winter rains plus some sizzling 40-degree summer days. "Performance was exceptional, it didn't lift in the wet and it didn't shrink in the heat says Tom Matthews, Visionary Digital managing director. "When we removed it after six months it didn't leave behind a trace of residue. We were also impressed with the print durability since it does not require an over laminate."

TexWalk is the first breed of floor media to have a built-in textured non-slip surface so it does away with the over lamination process. An impressive cost and time saver

OPG Global is a Melbourne based retail display specialist that used TexWalk to create a super realistic brick wall effect. The textured matt finish made it look

and feel like brick. It was applied to a plasterboard column in the upmarket Melbourne Emporium.

Other examples of the versatility of TexWalk include short-term use on asphalt for outdoor events and timber start ramps for national cycling events. It has been used to spice up office space as well as on bar tops, ad outdoor furniture for short-term Budweiser promotions.

Recently, Vic Roads tested it on timber/steel walls that act as sound barriers alongside freeways and growth corridors. The idea here is to digitally print street art and apply to these areas to reduce unsightly tagging. Taggers tend to respect existing graffiti and don't tag over the top of it. So it seems there is nothing TexWalk can't do?

"On the contrary," says McCracken. "It's great to hear about the huge variety of surfaces TexWalk is being used on, but we haven't undertaken the necessary testing so we can't yet endorse it for use on these surfaces."

McCracken feels TexWalk is shackled to carpet and is keen to realise its full potential but the R&D has just not been done. "It pains me to say that currently we can only endorse TexWalk for use on carpet. We know it can do so much more ... but we need to test it properly first before we can make those claims," he said.

Visionary Digital is the distributors of TexWalk, Asphalt Art, Magnetic Wall and other niche print media's. For more information go to www.visionarydigital.com.au 21