



# Looking Ahead

## -VISIONARY DIGITAL

> The team at Visionary Digital did not have to look far to see a world of opportunity for digital print, it was right at their feet.

Visionary Digital originally came into being as Asphalt Art. When the company first opened their doors, the focus was on supplying floor graphics and applications for outdoor surfaces. It was, and still is, very much a new frontier for the Australian market, even though it has been growing nicely in Europe, the US and UK.

Asphalt Art were starting to make a name for themselves as expert suppliers of floor media. Their materials were seen in ad campaigns, at trade shows and in use for marketing campaigns. And whilst some areas of the Industry embraced this new medium, floor graphics were yet to receive the mainstream recognition they deserved.

"Asphalt Art was the first product we introduced to the Australian market almost 4 years ago," said Tom Matthews, Visionary Digital. "Asphalt Art evolved from a product first invented in Europe in 2001. We started with this product but it was over-the-top expensive at \$85m<sup>2</sup> ex. We knew that the if this product was to have any long-term future in Australia the price would need to come down significantly. Visionary Digital became the number 1 trial company for Asphalt Art. It was a challenging time because of the length of time it takes to go from testing to a market ready product. During this time the more expensive product moved very slowly and cash flow very nearly ended the business."

"Floor graphics done well can offer marketers and advertisers unprecedented return on investment," said Tom. "The only problem is – we can't prove it. There's a well-known phrase in business "if you can't measure it then don't do it".

This is particularly true when it comes to advertising. Advertisers can measure clicks on downloads, ratings on television and the Outdoor Media Association (OMA) can now even measure how effective large outdoor billboards are. Floor graphics is not so lucky and unfortunately there is no effective way to gauge if they influence consumer spending."

**visionary digital**  
Innovative media for wide format digital printing



"I am convinced floor graphics does heavily influence customer spending especially at POP (point-of-purchase). Done well, floor graphics are dynamic and an extremely cost effective ingredient on the path to purchase. Done poorly, they can actually be a detriment to a brand. My key gripe of a poorly executed floor decal is that they are left on the floor too long. Three months should be the maximum campaign duration. After three months the message becomes background noise and far less effective in a "cut through" sense. Also floor decals are subjected to heavy traffic and huge amount of wear and tear. They have a shorter shelf life than say window graphics."

To grow, Tom and the team knew they needed to further develop the product, and look at supplying other cutting edge media.

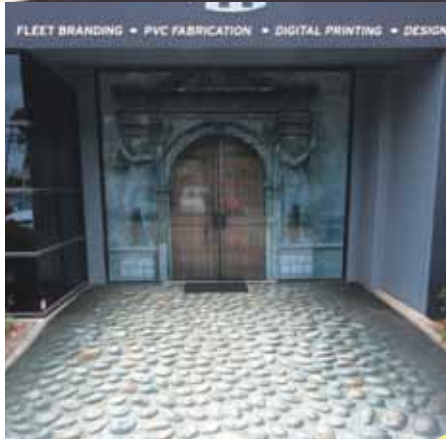
"It would be fair to say our focus has been niche floor graphics but that changed in late 2013 with the introduction of "Magnetic Wall" into our range. Magnetic Wall inspired us to change

our name from Asphalt Art Australia to that of our parent body "Visionary Digital". The name change heralds a shift to widening our range of products.

"In 2013, we launched TexWalk, a print media for application to carpet. We thought there would be solid interest in this product but to be honest the demand far exceeded our expectations.

"We will be launching a "game changing" window graphic midyear this year but can't give away too much more at the stage. Our entire company ethos revolves around supplying niche print media whether it be floor, wall, window, etc. We are the 'go to' company when printers are looking for something different and want to "WOW" an old or new customer."

But Tom and the team at Visionary Digital don't just simply see their job as solely being a supplier. For them, providing expert advice is far more important.



"We pride ourselves on providing expert advice on the product's capability, application, installation, etc.

"Printers rely on this information to make the best-informed choices for their customers. We provide photos and marketing material to printers to assist them in marketing these products – it benefits their sales and ours."

Expert advice and support is one of the key differences between Visionary Digital and their competition.

"The difference between Visionary Digital and other media distributors / re-sellers is that we

are intimately involved with our products and only have a small number of products," said Tom. "Sales staff – from other bigger players – work heavily on commission, so they tend to chase the most popular and highest yielding products relegating the slow moving niche products to dusty corners. We are all about the niche products and we have the platform to shine a bright light on them.

"Our sales staff do not work on commission, so there's no incentive for them to sell you a product that you probably don't need. For us, it's all about educating printers on how to get the best out of the products. We do this via multiple channels including a website with very detailed information and infield photos.

"Most of the larger distributors / re-sellers have so many products it's just not possible to be an expert on all of them. For example, our latest

product Magnetic Wall has many benefits for printers that are not overtly visible on the surface. I see it as my/our role to teach printers how to use it to the product's fullest potential. I use an example provided by a printer early this year to illustrate ways to use it. On this occasion they applied our self-adhesive magnet to the wall surface then printed artwork of a life size female model on our MagMedia, which was then applied to the magnet. MagMedia is a PET with rear coating of ferrous material essentially making it "metal". This printer then profile cut a full clothing range i.e. shorts, pants, t-shirt, blouse etc. The retail staff could then mix and match the items of clothing directly onto the model. The real innovation with Magnetic Wall is you can place up to four layers of MagMedia over the top of each other. The MagMedia is so thin it's almost impossible to tell the items of clothing are profile cut; they look like a finished larger print even when layered on top of each other. So back to the question – it is stories like this that help better educate printers on possibilities they never imagined."

The success stories are one of the many reasons that make working in the Industry such an enjoyable experience.

"Finding solutions through innovation is what drives our business. We love helping our customers achieve a great outcome. This really inspires me, and drives the business. One of the great aspects of working on this Industry is travelling the globe in search of these products. Sure the travel is nice but it's mostly the pure excitement when you find a new product that you know will provide printers a solution they previously did not have."

Looking ahead, Visionary Digital will look to further the benefits of floor graphics and other exciting forms of ambient and outdoor media, whilst providing expert advice and assistance to printers, sign makers and graphics studios around the country.

To find out more about Visionary Digital, you can visit their website at [www.visionarydigital.com.au](http://www.visionarydigital.com.au)

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