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— ERROL MCKOY, PRESIDENT OF  
THE STATE FAIR OF TEXAS



SHOWCASING TEXAS AND

# Digital Wraps

Going to the State Fair with graphics and vinyl.

**W**hen the State Fair of Texas takes over Fair Park in Dallas, it's a celebration of everything the Lone Star State has to offer—as well as a showcase for the digital print expertise of the city's E.H. Teasley & Co. ([www.ehteasley.com](http://www.ehteasley.com)).

Around the grounds from the midway to the historic exhibit halls and Cotton Bowl Stadium, this graphics-providing company's work contributes to the festive mood that makes the fair such an anticipated annual event. "We do giant banners, road signs, fabric prints, stage graphics, and some things we never dreamed of," says Owner Jeff Teasley. "The work we do here gives us an opportunity to use new materials and really show off all we can do."

That's a long way from where the relationship began twenty years ago. E.H. Teasley started in the 1950s as a manufacturer of canvas tents and

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*The initial E.H. Teasley wrap transformed a pavilion at the State Fair into a design promoting the states's vineyards and wine industry.*



*The next wrap transformed a drab wall near the carousel into a virtual garden patio that incorporated its surroundings.*





tarps. As the company's old business was shifting overseas, Teasley was looking for ways to redirect its future, and painted canvas and vinyl banners seemed a logical progression.

"We were contacted by officials at the fair to repair a damaged banner, which hung on the Cotton Bowl," says Teasley. Until then, the company's involvement with the family had been as a provider of canvas tents and awnings.

Using the old banner as a template, its replacement was painted overnight on the stadium floor and installed in time for the opening. "After that, they started asking if we could do other things around the fairgrounds," says Teasley.

### The Digital Alternative

During this period, Teasley learned there might be a more cost-effective way to produce banners. "We started hearing about digital equipment that could print in hours what was taking us days to hand paint," he says.

After evaluating options, the company purchased the Gandinnovations Jeti 3300 solvent inkjet. Today E.H. Teasley also has the Jeti 3324 Aquajet and Gandi 3150 UV Flatbed. This line-up allows the company to supply all types of graphics for the State Fair of Texas.

"E.H. Teasley has been a responsive provider. They price their products fairly and are very reasonable to work with," says Errol McKoy, president of the State Fair of Texas, the organization behind the annual event. "[Teasley] is very creative, always scanning the radar for new things we might use."

Four years ago, Teasley suggested transforming some of the historic buildings around Fair Park with 3M™ Scotchcal™ Graphic Film for Textured Surfaces IJ8624. To demonstrate the possibilities, Teasley printed a one-by-one-foot sample with color graphics and affixed it to the front of the Cotton Bowl for several months. Seeing how readily it adhered, how well it held up, and how easily it removed convinced fair officials to try a building wrap.

In 2008, E.H. Teasley performed another wrap on a stucco wall of the Food and Fibers pavilion with colorful graphics to promote the state's vineyards and wine industry. It worked so well, additional walls were wrapped to create a courtyard wine garden. "We were absolutely thrilled that it turned out to be so eye-catching," says McKoy. "We started to look for other ways we could use their capabilities."

Up next: transforming a drab cinderblock wall near the carousel into a virtual garden patio. Plans called for an actual carousel horse installed against a wall wrap. "We wanted to create a 3D effect with a trellis and climbing roses on that wall as if they were growing out of real flower pots installed there," says Teasley.

E.H. Teasley made that space an inviting, visually exciting area. "[Officials] fell in love with wall wraps," says Teasley.

### The Planter Project

McKoy and his staff loved the wraps so much that they considered other applications for the digitally printed film. "We asked if they could use the 3M IJ8624 material to wrap 100-gallon planters we have throughout the park," he says.

When that request came in early last year, Teasley had to consult with his 3M account executive, Bob Barr in Houston, Texas, who knew the film could conform to the pebble aggregate surface. The concern was whether it could hold up to repeated watering of plants left out in the weather.

Teasley also contacted other film vendors for their recommendations. As an experiment, ten planters were wrapped with different materials and left out—winter through summer 2011. "By the end of that test, we weren't getting good adhesion with some, but the 3M film still looked as good as the day we installed it," he says.

The project moved into full production. The company wrapped 256 planters for the 2011 fair in five different designs and a variety of colors and textures to mimic the look of galvanized steel and colored tile. The wraps were printed on the Jeti 3300 as a single sheet: four feet wide



and twelve feet long.

"The most difficult part was coming up with designs they liked, because they wanted to change these planters so dramatically," says Teasley. "We spent a lot of time developing the five different patterns we used."

According to Teasley, though, the big learning curve came in the install. Each planter (approximately four feet in diameter and weighing several hundred pounds) had to be moved, so it could be easily wrapped without disturbing the plants. A forklift transported them to a tent where Teasley's team worked in the shade.

Planters were set on concrete blocks at a comfortable height. Using 3M's heat gun and special rollers, the film readily conformed to the irregular surface. "We started doing the installations as a couple of sections but found it worked much better to do each as one piece," says Teasley.

That work continues: Fair administrators were so pleased, they've ordered an additional one hundred planter wraps for the 2012 fair, with new looks provided by E. H. Teasley Designer Steven Trahan. [SBI](#)