

"The ReTac film looks great. After the install, it looked really slick and the client was happy with and, so of course, we were really happy with it too."

– Lisa McKenzie, Account Manager
Republik



Drytac ReTac media

FUJI XEROX AND DRYTAC SOLVES ON-OFF-ON ISSUES FOR REPUBLIK

Multi-award winning full service advertising agency Republik has produced a diverse portfolio of work for clients, local and global, including Fuji Xerox.

Based in Auckland, Republik completes work across many industries including business to business; consumer and business technology; FMCG; automotive, industrial goods and apparel; tertiary education; Real estate; and city planning and transport solutions. It helps all of its clients to meet their business objectives and achieve outstanding results.

Its awards, both New Zealand and international, cover a range of sectors such as advertising, media, printing, marketing, and business.

A STICKY PROBLEM

One of Republik's clients needed to place a feature on its wall without damaging the wall. The client asked Republik for advice. So Republik went to one of its own clients, Fuji Xerox New Zealand, to find the solution.

Lisa McKenzie, account manager at Republik, explains, "One of our clients wanted to cover a wall in its offices with information about what it does. However, it needed to retain the integrity of the wall as the building is rented. The wall graphic had to be one that we could remove safely. We needed to be able to leave the wall in the same condition it is in now."

McKenzie contacted Fuji Xerox wide format specialist Grant Blockley for advice on the matter. Blockley says, "A few years ago, this job would have been almost impossible to do. Fortunately, self-adhesive film technology has advanced markedly thanks to companies like Drytac, which has developed a range of solutions that cover any number of difficult applications."

For this job, Blockley recommended

Drytac's ReTac 150. He says, "ReTac worked as the ideal solution. Republik's client had an open plan office with pillars in it and that means large areas of empty space. It made sense to place information into those spaces. However, they also had a desire to change the information out every six months or so."

RETAC RESCUES WALLS

Blockley continues, "Before ReTac, the solution would involve placing a base film down and then placing the removable film on top of that. Standard removable films can damage the surface they cover because they become more adhesive over time. With ReTac, because the bond strength of the adhesive never changes, you can remove it without damaging the surface

"Using the ReTac 150 means that they can remove it and replace it whenever they need. Obviously, they only have to use the one film, so it saves on film and on application time."

McKenzie says that Republik's



Drytac ReTac wall decal example

signage printer, Juggernaut Graphics, had advised her to take care with the product it used.

Don Caird, director at Juggernaut Graphics, says his company takes particular care with these kinds of jobs.

He says “You need to be careful and test everything before you do it. Sometimes it can fall off in a couple of days after you do it. If you use a high tack adhesive, which is extremely tacky, it can ruin your wall. Republik needed to preserve the integrity of the wall. So we used the film supplied by Fuji Xerox and we had Graphic Application Specialists for the application.”

ON AND OFF

Over the years, Grant Blockley has seen a number of innovations in wide format but he says he has never seen anything like the solutions Drytac offers.

He says, “Drytac has really thought about the application. For example,

there is really nothing out there like ReTac. With other films, they can get them on but they can't get them off without hurting the surface. With ReTac, because the bond strength of the adhesive never changes, you can achieve a lot more.”

Available in glossy and matte versions, ReTac enables users to install, reposition and remove graphics on numerous surfaces – such as most indoor areas, ceramic tiles, PVC flooring, sealed wood, and sealed concrete – without causing any damage. The range of applications for ReTac includes custom wall murals, interior décor, retail displays, trade show graphics, and textured labels. The permanently-peelable ReTac range also includes a 75µ gloss white and matte white PVC film.

ReTac is suitable for use on most indoor surfaces, painted walls, melamine, glass and low surface energy substrates. You can also place the adhesive on the back of chalkboard material.

KIWI CONDITIONS

Companies bringing film solutions into New Zealand need to consider our local conditions. When Fuji Xerox agreed supply Drytac in New Zealand, the team at Fuji Xerox completed extensive testing.

Blockley says, “We didn't take anything for granted. We have specific conditions here and our customers quite rightly demand that we supply the best in class solutions.

“We completed testing here in New Zealand and we went back to Drytac and changed the specifications of some things such as the release papers. We can confidently say we offer a range of self-adhesive film specifically made for New Zealand conditions.”

<http://www.fujixerox.co.nz>

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Drytac ReTac media



Drytac - Linen texture ReTac

AT A GLANCE

Company:
Republik

Industry sector:
Advertising and Marketing

Business requirement:
Wall covering solution that will retain the integrity of the wall surface.

Primary objective:
Find a solution for Republik's client so it could safely place a large poster / wall hanging in its premises.

Solution:
Drytac ReTac 150s
Removable, printable, film. Its bond strength never changes over time, so it is safe to use on any wall surface.

Outcomes:
Republik's client can confidently remove the wall covering at any time and replace it with more ReTac.

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– Grant Blockley, Wide Format Specialist
Fuji Xerox



Drytac ReTac wall decal example

ABOUT FUJI XEROX NEW ZEALAND

Fuji Xerox delivers market leading document services and print solutions to the New Zealand market place. Our core philosophy is to be ‘strong’, ‘kind’ and ‘interesting’; a ‘strong’ company that delivers excellent products and services that satisfy customers, and is able to reward its shareholders continuously; a ‘kind’ company that contributes to local and global communities with a particular focus around young people; and an ‘interesting’ company at which employees find their life and work fulfilling. We aim to be a company with a good balance of all three attributes. Visit us at www.fujixerox.co.nz

For more information about wide format printing technologies and media, visit us at www.fujixerox.co.nz/wide-format

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