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KSL 5 News Station Broadcasts a New Look

The KSL 5 news set in Salt Lake City, Utah underwent a high-tech, high-impact makeover. A key feature of the new set is a 550 square foot digitally printed wood floor graphic developed with Avery Dennison products that was printed and installed by the experts at APE Wraps.

Executing the Design

The designers wanted to create a wood floor graphic to compliment the vinyl wood floor in the new interview area of the set. But, it’s also a high-traffic area where the station’s video cameras move back and forth throughout newscasts.

There was concern about protecting the digitally printed wood floor graphic and also maintaining a smooth surface for the cameras, no bumps were allowed. APE Wraps was confident that the wood floor graphics would look great and a double DOL 1060 lamination would protect them and provide the high gloss finish the designers wanted.

“We installed floor graphics printed on Avery Dennison’s top-of-the-line MPI 1005 Easy Apply RS with DOL 1060 overlamine in a museum in San Diego,” said Troy Downey, founder and CEO of APE Wraps. “The exhibit was only supposed to be open for three to six months but ended up being open for a year. The floor graphics created with Avery Dennison products never lifted and maintained the fit and finish beyond our expectations.”



The Smooth Outcome

The designers and studio executives were thrilled with the result. “APE Wraps worked with us to create the artwork and pattern for the wood floor graphic,” said Caroline Aldridge, VP, COO, Sr. Project Manager at Broadcast Design International. “They really took their time to make sure the pattern and colors were just right. Add this to the quality installation and you have the perfect accent for the overall studio design.”

Products used:

- Avery Dennison® MPI 1005 Supercast Easy Apply RS™ imaging film
- Avery Dennison® DOL 1060 gloss overlamine

In addition to floor graphics, Avery Dennison’s digital media is used for architectural and vehicle graphics.

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