



VACCUM MOULD

Unleash your creative execution from the confines of 2D and bring your creative to life.

Wooden blocks are hand carved to your specifications then your image is printed on to 6mm polycarbonate material using distortion software. The printed polycarbonate sheet is then heated and moulded over the wooden block to produce a three dimensional printed image. See your creative burst out of the shelter when the glass is removed from the light box and replaced with your 3-D panel.

FEATURES & BENEFITS

- Bright and more vivid colours so your creative comes to life
- Custom built to your specifications.
- Allows you to break out of the traditional poster sized light boxes and take over the shelter-maximising cut through.
- Effectively communicates new packaging or products that use interesting shapes
- Adds a 3D element to creative and allows the space within the lightbox to be utilised

Looking for a bigger impact?

By removing the necessity for a diffuser in the light box, this technology creates much brighter colours and exceptionally good illumination due to the fact that the image is further away from the lamps and the existing diffuser is removed.

CASE STUDY

Coca Cola South Pacific utilised Vacuum Mould as part of the launch activity for the new Coke bottle. The changes made to the bottle were effectively demonstrated by the 3D moulds. This allowed audiences to quickly deduce the changes made.

Advertiser: Coca Sola South Pacific | Creative Agency : Singleton Ogilvy & Mather | Media Agency: IKON Communications

