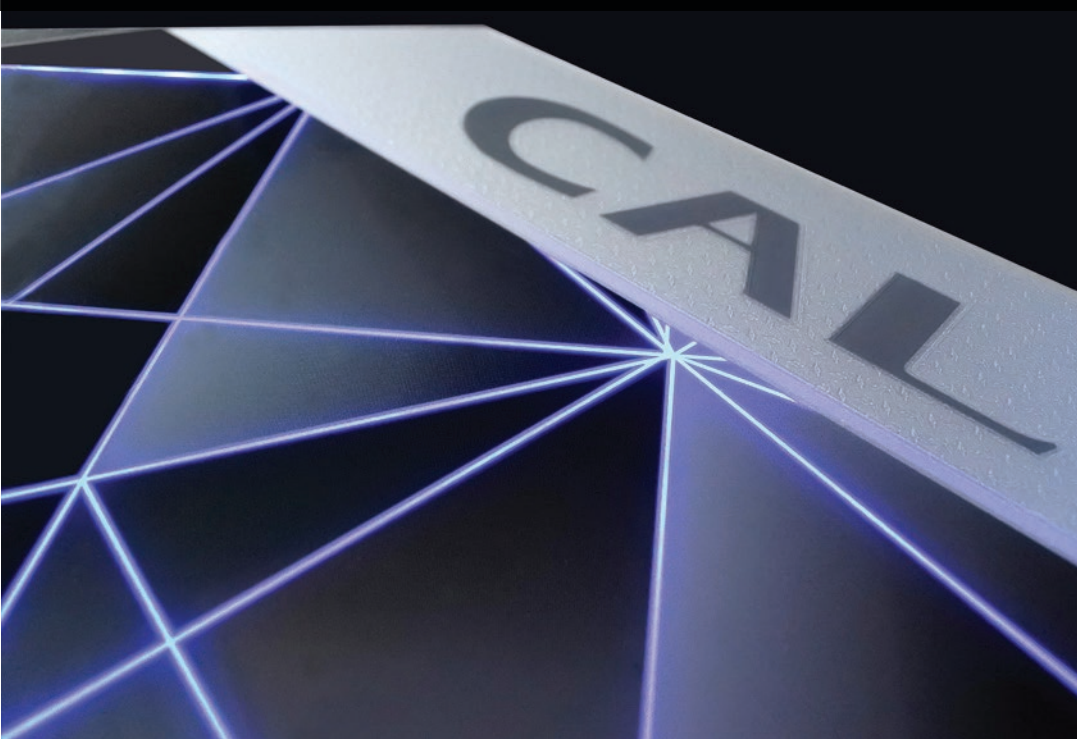


BACKLIT ACCENT TO HIGHLIGHT THE BRAND



CLIENT: CREST PONTOONS

INDUSTRY: MARINE

PROCESS: TEXTURED PATTERN - BACKLIGHTING

SOLUTION: DECORATIVE ACCENT

OBJECTIVE

Develop an accent with an innovative lighting effect.

CHALLENGE

There were two challenges with this project. The first was to create a specific lighting effect where only the “lines” in the graphic concept would light up at night. The second was to create this effect within a limited space. Thickness was a challenge because we had to light up a large space but couldn’t do so from a distance, meaning the lighting system had to be very near the part without creating hot spots.

SOLUTION

BCH developed a custom lighting system to create a part that would meet the design team’s expectations. To create a bright lighting effect and to avoid hot spots, BCH’s team used its screen printing expertise to allow light to come through in targeted areas while making the rest of the part opaque. Using both its lighting system and screen printing capabilities, BCH Image was able to develop an accent that did not only highlight the brand, but that provided a unique lighting effect.