

DIMENSIONAL DECALS WITH HIGH ADHESION



CLIENT: JACKSON KAYAK

INDUSTRY: RECREATIONAL

PROCESS: DOMING

SOLUTION: BADGE

OBJECTIVE

Develop a series of decals that were outstandingly durable while also being beautifully designed.

CHALLENGE

It was important to develop a decal that would meet all of the manufacturer's requirements. The decals had to be fast and easy to apply on the kayaks. They had to adhere to a surface without a recess or an attachment system while also being highly durable and able to withstand exposure to moisture. The decals also had to add perceived value to the kayaks and had to be easily recognizable.

SOLUTION

After extensive testing, a suitable adhesive was selected: it was able to withstand prolonged use in water. Domed decals were chosen over flats ones since they added dimension and perceived value to the kayaks. Adding a resin protection increased durability.

Years of industry experience working with adhesives on multiple surfaces helped BCH Image to deliver a very durable product that had a high-impact brand identity.