



CLIENT: MAKO & SEARAY

INDUSTRY: MARINE

PROCESS: BACKLITHING

SOLUTION: BACKLITHING

OBJECTIVE

Incorporate lighting effects in various areas to better showcase the brand and graphic elements.

CHALLENGE

When developing a lit accent, there are always multiple challenges to overcome. The first one being the adjacent space that is available to incorporate the right lighting system. When space is limited, which is often the case, we must figure out how to adjust brightness and diffusion. When the lighting system is very close to the backlit part, it is difficult to provide great diffusion and to avoid hot spots. Sometimes it's the complete opposite: the lighting system used to accommodate a small space is not bright enough. In addition, we must factor in the size of the logo or graphic element that needs to be lit,

which can increase the level of difficulty of a project. The bigger the space, the more complicated the project.

SOLUTION

Each project is unique and the only way to be effective is to master three important elements: screen printing, light alternatives, and an in-depth knowledge of how to diffuse each light alternative. Each project is a combination of the three. BCH Image has the knowledge and the experience necessary to handle every new project efficiently. We make sure each solution is durable while offering the perfect balance between brightness and diffusion.