

Walls come to life with Avery Dennison® branding films

Digitally printable films can transform interior spaces with elegant graphic designs or even photographs. Digitally printed wall wraps can provide inspiration to a company, a branding opportunity for an upstart business and even a window into the past.



When businesses and individual consumers want to enhance their retail or personal interior space, they may consider paint as a solution, but there are other customizable options for showing off a fresh color or an exciting mural. Digitally printable graphic films, known for their ability to change the look of vehicles and fleets, can also add colors and prints to interior walls.

Creative space for a creative company

Topic Design, a web design and public relations agency in Cincinnati, was faced with the decision between paint and wall films when creating environmental graphics for their new office space in a high-rise building. Joey Heiob, Avery Dennison Regional Technical Specialist, installed interior graphics at Topic using MPI 2600 Textured Wall Film with the Natural Stucco finish.

“Our small team of creatives needed a space that reflected their passions,” said Deanna Hengge, CEO, Topic Design. “The bright digitally printed textured film provides a perfect environment for ideation and collaboration.”

One wall features a bright yellow graphic displaying the Albert Einstein quote, “Creativity is intelligence having fun!” Another wall features the company’s signature orange laid behind a branded moss wall. Topic had to choose which textured film would look the best with their designs, and after leaving samples of each texture on the walls for a few days, the stucco finish was determined to offer the best look for the overall design. “I was excited to work on this project, so I could install MPI 2600 textured wall film for Topic,” said Heiob. “The film has minimal stretch, which helped to keep the text on the graphic fully lined up, and the stucco finish hid my overlap seams very well.”



“The bright digitally printed textured film provides a perfect environment for ideation and collaboration”

Deanna Hengge, CEO, Topic Design



Bringing the brewery to the public

Walter Farris, manager of Signs Now in Moses Lake, Washington, recently completed a project for Ten Pin Brewing in the Pacific Northwest. The company asked Signs Now to bring the feeling of the warehouse, with its newly built equipment and quadrupled capacity, into the public tap house. Using MPI 2611 Wall Film, Signs Now covered one wall of the tap house with a life size black and white photo of the new equipment from imaging specialists Lucid Concepts. “We received a ton of praise, and the brewery was so overwhelmingly pleased with the wrap,” said Farris. “We had samples printed on multiple types of film, and everyone involved thought that the Avery Dennison film properly captured the brewery’s vision.” Farris used vinyl film on a large wall to inspire an appreciation in customers for how much Ten Pin Brewery has grown.



The past meets the present

John Lawson of USA Image based in Louisville, KY, was tasked with capturing the history of a repurposed mill. The Germantown Mill Lofts, a residential project that converted an old mill in Louisville into lofts, now features large, mural-style photographs from when the mill was in operation. Lawson used printed MPI 2105 calendered film to showcase pictures of mill workers on 12 walls throughout the space. MPI 2105, along with DOL 2080 Matte digital overlamine, allowed him to transform forgotten photographs into a living, breathing homage to the building’s humble beginnings. Though the exposed brick interior and refurbished facade preserve the look of the mill, the interior decor of the lofts now literally provides a look back in time. “I chose Avery Dennison film for this project, because I know it will last,” said Lawson. “MPI 2105, specifically, is a great choice for more permanent graphics.” These three projects show that Avery Dennison wall films are not limited to one type of space — wall films can be used to create a more captivating space in modern, industrial and rustic environments.

Products used:

- Avery Dennison® MPI 2600 Textured Wall Film, Natural Stucco
- Avery Dennison® MPI 2611 Wall Film
- Avery Dennison® MPI 2105 Wall Film
- Avery Dennison® DOL 2080 Matte Overlamine

Avery Dennison digital media is used for architectural, fleet and vehicle graphics.

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