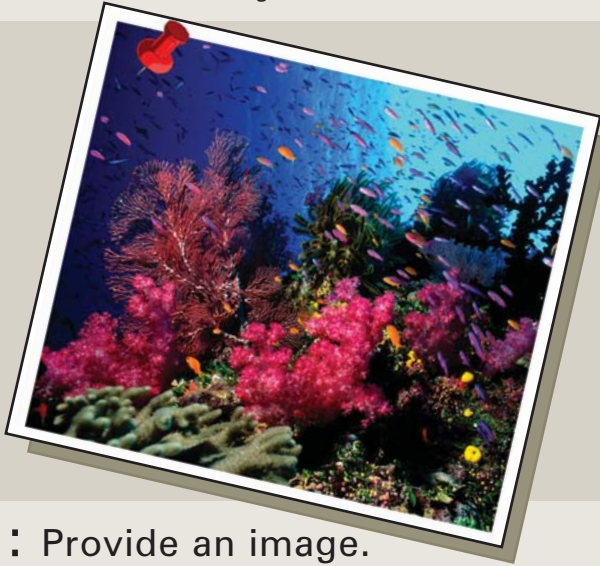


# RAINBOW CREATIONS INC.

## 4 STEPS TO MAKE-A-MURAL

toll free: 866-530-0020  
Jackson, MS: 601-856-2158

If you are looking for a unique, yet practical way to create an ideal interior environment, Rainbow Creations can help. We can match colors, create murals, co-ordinate borders, and achieve the results you need. With over 30 years experience, we specialize in customized wallcoverings, borders and murals.



### #1: Provide an image.

We can create murals from fine art, graphic design and photographic images. If you have an idea, but no image, we can always assist with image development. After you provide us with your image, we will check to make sure it is "digital ready." If needed, we will make the necessary adjustments to produce a beautiful mural.

### #2: View the sample (strikeoff)

We want to assure that your mural meets your design needs! We provide two sets of proofs to guarantee satisfaction. From your digital ready image, we will print two paper color proofs: one, the complete image in reduced scale; and two, a section of the image at actual size to show the resolution of the finished mural.

When these samples are approved, a digitally-printed actual size section of the image on vinyl will be provided. With approval on this sample, we will go to print on your mural!

### #3: Consider special options.

**Such as Clear Coating:** The color fastness of our digitally printed products are warranted for 3 years. If your designer requires additional protection, a protective clear coat is available. This clear coating will protect wallcoverings that require extensive cleaning and will provide additional protection against ultraviolet light. The protective clear coat adds two years to our color fastness warranty, so that the warranty with the clear coating is five years.

### #4: Enjoy the praise and recognition that decorating with an exclusive "work of art" brings!



In cafés, coffee houses, and restaurants, murals quickly set the tone. Whether the owner is seeking an upbeat, sophisticated environment or an organic, casual feel, a mural works quickly and easily to communicate the personality of the establishment with the consumer.



Fun, colorful murals create a lighthearted environment for pediatric areas of hospitals and doctor's offices.



WALLCOVERINGS BORDERS MURALS

216 Industrial Dr. Ridgeland, MS 39157

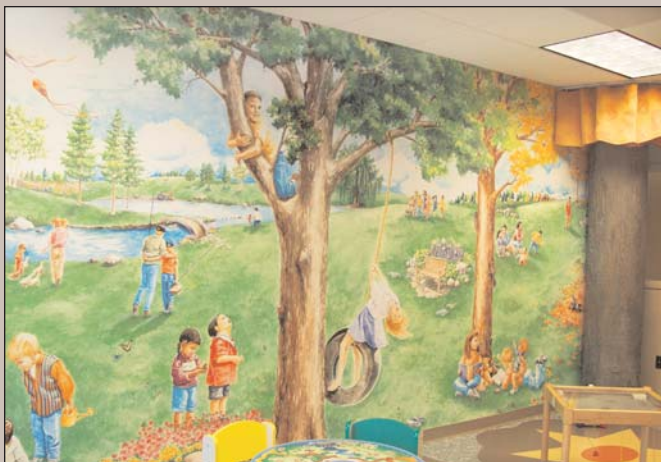
phone: 601-856-2158

fax: 601-856-5809

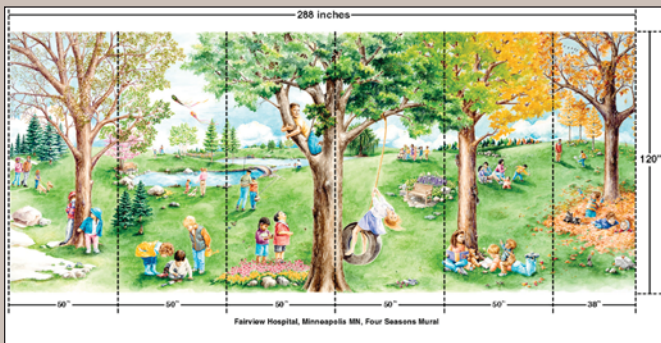
joann@rainbowcreations.net

# RAINBOW CREATIONS, INC

## CASE STUDY: DIGITAL MURALS CREATE IDEAL ENVIRONMENTS



*The Fairview Mural sets the scene in both hospitals and clinics that are part of the Fairview Health System.*



*The original artwork, broken down into six panels, used to produce the Fairview Mural. For smaller clinics, two or three panels of the mural can be used instead of all six.*



*Another view of the Fairview Mural.*

## CUSTOM MURAL CREATES BRANDED ENVIRONMENT AT THE FAIRVIEW HEALTH SYSTEM

In hospitals, preschools, museums and even coffee shops, murals capture the personality of a space and effectively communicate it to all who enter. Rainbow Creations has an exceptional option to the traditional hand painted mural.

Full color murals can be printed with digital technology on durable Type II vinyl wallcovering. For over 27 years, Rainbow Creations has produced custom vinyl wallcoverings. This experience in customs allows us to create and produce digital murals professionally and affordably. We can even create a digital mural from artwork you provide. Should you prefer to employ the services of an artist, time and money can be saved as a commissioned artist works at one-quarter scale in the convenience of his or her studio. Multiple copies of the mural, in varying sizes, can be printed to allow the mural to be installed in several locations. Printed on Type II vinyl wallcovering, the mural is durable and scrubbable.

Designer Kandace Keyser of Designwright Studios recently worked on a project that illustrates one possible application of the digital mural: the ability to "brand" the environment.

### A MESSAGE OF CARING

Fairview Health System is a large network of hospitals and clinics. Fairview recently adopted a Pediatric Branding Program whose aim was to effectively communicate to the public a message of caring for children. Fairview contacted Kandace because they wanted to visually communicate the feeling of caring in all of Fairview's children's places. Kandace's design would eventually be used in the settings of both clinics and hospitals.

### "WE NEED A MURAL"

"Because the design plan for these spaces had to be both specific and generic," said Kandace, "I felt we needed a mural."

Betty Greenlee, Kandace's sales representative from Comwall Wallcoverings, had already introduced Kandace to the capabilities of Rainbow Creation's Digital Mural Program. Kandace knew that a digital mural from Rainbow Creations would be durable, cleanable, and easy to specify and order.

Kandace called Betty to make sure that the specifics of the digital mural program would work for her plans. In order to be branded, the mural needed to be an original piece of art. Because the amount of space in each facility would differ, the mural would span across 6 panels. A smaller facility could choose 2 or 3 panels, while a large facility could use all 6. Betty gave Kandace the green light and work on the project began.

### REALIZE YOUR VISION WITH RAINBOW CREATIONS

This project required a coordinated effort between Rainbow Creations, Betty Greenlee, Kandace Keyser, and the artist, Joy Shilda. When asked about this project, Kandace said she was very pleased with the support Rainbow Creations provided: "Rainbow Creations did a great job of holding our hand and educating us on how to create this mural. At the same time, they made sure we didn't spin our wheels, they helped us to focus. They even helped as we developed our production time. Throughout the project, they helped us to find the solution to fit the vision.