



Crush Creative Highlights The Exterior Of Lincoln Financial Field With Dramatic Banners

It's hard to miss the exterior banners that surround Lincoln Financial Field off Interstate 95, new home to the Philadelphia Eagles.

FOR IMMEDIATE RELEASE

BURBANK, Calif./EWorldWire/Aug. 28, 2003 --- It's hard to miss the exterior banners that surround Lincoln Financial Field off Interstate 95, new home to the Philadelphia Eagles.

Crush Creative, a Southern California visual communications agency, recently completed the print and installation of ten massive banners depicting stylized images of Philadelphia Eagles players in action around the exterior of the stadium and adorning a large tower named the "Eagles Nest". Each banner averages 65' high x 85' wide and is printed at 300dpi onto vinyl mesh material using a Vutek UltraVu 5300 wideboard printer. The total area of these banners would cover the entire football field.

The installation for such a grand scale project solicited engineering and environmental challenges that the Crush team met head on. In addition to producing large quantities of oversized banners, engineering a means for installation of such large prints under constant and strong river wind conditions was a challenge. Crush devised a support structure that was both esthetically pleasing and structurally sound.

These custom banners were fabricated with an exclusive double-webbed "sleeve" designed by Crush Creative engineers specifically for this project. The sleeves cover a majority of the steel framework and yield a more finished look. Each banner is also attached every foot by a ratchet strap direct to an eye nut, which is in turn secured to the steel frame with a welded, threaded stud. Approximately 3,000 ratchet straps were used on this project.

Weather conditions surrounding the stadium during football season can be quite severe. With temperatures that fall below freezing and strong winds, the banners have been engineered by Crush to withstand these conditions for a minimum of three years without replacement.

Production of the banners took five days at the Crush Creative facility and an additional day for the installation of each banner.

Crush Creative has been a major supporter of the creative community for over 28 years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

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