

Client: Ottawa Senators

Project

Interior and Exterior Graphics at Canadian Tire Centre

Challenge

Hockey season is here and Lowe Martin is lighting it up in Ottawa! The Ottawa Senators awarded Lowe-Martin a project which was both time sensitive and literally large - dress up the Canadian Tire Centre and introduce some of the new stars for the 2019-2020 season.

Benefits & Solutions

This project is made up of a mixture of indoor and outdoor applications - 176 outdoor window dressings, 80 banners surrounding the building, multiple indoor wall wraps and banners hanging 45 feet in the air!

Our production team was able to manufacture the right solutions for each of the needs using many rolls of different substrates, printed with latex inks to enhance the life span of graphics while still staying friendly with the environment.

There were many factors to consider when installing outdoor graphics: unpredictable weather conditions, limited time available between events for the outdoor/indoor installs and challenging installations above the staircases. With the support of our speedy installers we were able to have this all complete on time for the opening puck drop.

Please reach out to Lowe-Martin today to find out how we can help you celebrate your next season starting in style!



