

LSI Case Study



SportClips

When embarking upon a new store décor, SportClips wanted a unique solution, tied to their sports theme that would look contemporary and carry them into the next decade. Working with LSI, they arrived at a design that created a 'tailgate' atmosphere within the store – a perfect attraction for their target market of men and boys. The improvements included a more upscale look and feel, taking full advantage of large format printing capabilities. This was done while keeping costs at the existing levels for a franchise décor package.

The result was an exciting environment with powerful graphics with complementary lighting throughout the store. The updated interior has played a key role in attracting more franchisees to a fun team and sports oriented environment.

Products Used: LIGHTING

- Linear Track
- 2x4 Fluorescent Troffer
- Eyeball light
- Emergency / Exit

GRAPHICS

- Digitally printed EPVC panels
- Digitally printed wall covering
- Metal faux tailgate
- Lobby vinyl striping
- Lobby sports mural

