

Burton Snowboards Slides Into a New Store Environment.



PHOTOS BY JEFF BAKER / IMAGE 4



Project Summary

In the snowboarding world, Burton is the name to beat! Edgy, youthful, and urban has to merge with team spirit, quality and experience. To engage their target market, Burton Syndicate re-designs the retail facilities yearly. This year, Burton designers turned to Image 4 to push the envelope with huge, multi-medium graphics.

Designed by Burton Project Manager Tim Bentley, the Brand Environment consisted of 35,000 square feet of Burton-branded fabrics, background graphics, and dozens of over-sized fine-art prints. Image 4 printed the textured fabric images, and framed them into rough-cut barn board. These were over-mounted onto huge vinyl banners and LightJet murals - the largest was 53 feet! Image 4 fabricated custom ceiling kiosks to complete the fixturing.

Our field team worked 5 nights on lifts and ladders to complete the project for the store opening deadline while keeping store operations smooth during the days.

Image 4 puts Burton on the uphill side of the retail slope!

Project Budget

\$ 23,000

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