



Walls Come to Life with Avery Dennison Vinyl Films

When businesses and individual consumers want to enhance their retail or personal interior space, they may consider paint as a solution, but there are other customizable options for showing off a fresh color or an exciting mural. Vinyl films, known for their ability to change the look of vehicles, can also add colors and prints to interior walls.

Vinyl films can transform interior spaces with elegant graphic designs or even photographs. Digitally printed wall wraps can provide inspiration to a company, a branding opportunity for an upstart business and even a window into the past.

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Deanna Hengge, CEO, Topic Design

Creative Space for a Creative Company

Topic Design, a web design and public relations agency in Cincinnati that recently moved locations, faced the decision between paint and wall films when creating environmental graphics for their new office space in a high-rise building. Joey Heiob, Avery Dennison Regional Technical Specialist, installed interior graphics at Topic using MPI 2600 Textured Wall Film with the Natural Stucco finish.

“Our small team of creatives needed a space that reflected their passions,” said Deanna Hengge, CEO, Topic Design. “The bright digitally printed textured film provides a perfect environment for ideation and collaboration.”

One wall features a bright yellow graphic displaying the Albert Einstein quote, “Creativity is intelligence having fun!” Another wall features the company’s signature orange laid behind a branded moss wall. Topic had to choose which textured film would look the best with their designs, and after leaving samples of each texture on the walls for a few days, Stucco was determined to offer the best look for the overall design.