



NGS IS THE ONE-STOP SHOP

FOR RETAIL FILM AND
GRAPHICS SOLUTIONS



PROBLEM

Horizon Retail Construction is a national retail contractor specializing in high-traffic areas such as airports and shopping malls. To their clients, first impressions are everything. Because of this, Horizon's main objective in all their remodeling projects is to help clients consistently grab attention in a highly competitive atmosphere.

When Horizon needed to increase the curb appeal of the boring, all-white display cases inside the Hudson News at the Greenville-Spartanburg International Airport, they knew exactly where to turn for eye-catching graphics.

"When I need film or graphics, I go to NGS," said Jake Basten, Senior Project Manager for Horizon Retail Construction. "I don't go to anyone else."

SOLUTION

Because Hudson Group, the owner of Hudson News, is a highly successful and recognized chain with stores in airports and transportation terminals throughout North America, the film didn't solely have to be eye-catching; it also had to deliver a branding opportunity.

To meet the client's needs, NGS first had to manufacture custom film that featured Hudson's unique blue-on-blue swirl graphic—known as the "Hudson Swirl"—and then they had to complete a fast installation in under a day that required cutting the film and carefully applying it to ensure the continuous custom pattern remained intact. The process left no room for error, but NGS was up to the task.

"Everything NGS does is good, with no problems ever," Jake stated. "They're quick and I know I can count on them to get things done right."

NGS

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