

give yourself the advantage

Case Study

Getting on the Banh Wagon



Client:

Banh Wagon

“Adelaide is a cultural hotspot in our country... and food culture is very much a part of what we do.”

Challenge:

To provide internal, external, light-box and carpark signage for Banh Wagon, a new Vietnamese Café located on Grange Road at Welland.





Solution:

The Bowden Print Group's Print Display service, providing both indoor and outdoor display options, was able to print and deliver a full range of signage. Working closely with the graphic designer who had designed the overall shopfront of the café, the Bowden Print Group was able to measure, quote, print and install onsite all the Banh Wagon's requirements.

- » Composite metal signage
- » Acrylic light panels
- » Window graphics
- » Corflute and portable A-Frames

Outcome:

The pictures speak a thousand words. The striking yellow corporate branding makes this café stand out. From the smallest of car park signage... to composite metal front displays... to the lightbox that shines brightly at night.

Since the opening of the new Vietnamese cafe, business has been good for Banh Wagon, offering a wide variety of authentic Vietnamese food and drink choices. An extremely happy client with not only the quality of the signage but the process of getting them printed and installed.

Process:

Print Display is a new addition to the suite of services that the Bowden Print Group offer. With the addition of specific equipment to produce outdoor signage, the team from Bowdens has all the skills to produce all types of indoor & outdoor signage. The Bowden Print Groups' Print Display service utilises an Eco-Friendly HP Latex 360 7 colour printer. Items like corflute, outdoor vinyl banners, internal window graphics, metal composite signage, banner fence mesh and flags can be printed quickly, efficiently and with very short lead times.

