



Riot Partners with Visual Magnetics to Provide Fresh Solutions

When the #1 Greek yogurt brand in the world comes to you with a project, you don't offer the first solution that comes to mind. Instead, you come up with a proposal that's as high quality as the food served at its yogurt bar.

That's exactly what Jessica Dorfman, Riot's business development representative, did when the yogurt company inquired about large wall graphics needed for the expansion of their Manhattan flagship store. Not only did they want to liven up the space, they also needed to accomplish the transformation fast.

According to Dorfman, every part of the Riot team, from the print masters to the sales representatives, responded and collaborated in a manner that had them exclaiming, "We're proud of the tight and fast response time!"

One priority for the team was to use their expertise to think outside the box and match the graphics to the store's progressive feel. This meant tapping into their knowledge of cutting edge developments in materials, while also paying particular attention to project execution.

The go-to fix in this case would typically be a standard adhesive vinyl wrap, but Riot realized that this wasn't a typical customer. Dorfman wanted to offer the Greek yogurt chefs a fresher and, in this case, more attractive solution than standard vinyl. Riot's answer? Magnetic receptive wall graphics.

New Materials for a New Approach

Manufactured by Visual Magnetix, an innovative company that focuses on exciting and eco-friendly graphics solutions, magnetic receptive material offers new design options. The family owned and operated company makes material that is used by over 300 retailers worldwide and can be described as "Photoshop in real life." Just as with Photoshop, magnetic receptive material gives users the ability to easily change image layers.

In addition to being easy to update (simply roll away the old and roll on the new), all of Visual Magnetix' products are 100% free of the carcinogen PVC. The Visual Magnetic line boasts an impressive array of green benefits and certifications.

Ease of modification and eco-friendliness, coupled with Riot's printing, complemented the yogurt company's taste for high-quality and experiential branding.

Beyond Signage Solutions

Riot's color creatives were determined to show the yogurt company alternatives that would go beyond the scope of the client's

knowledge. It's this industry expertise and comprehensive consultation that customers and partners like Visual Magnetix appreciate about Riot.

"Riot provides creative, dynamic design solutions to their clients. They also understand the importance of using eco-friendly materials for their projects and are great champions of earth-friendly graphic solutions," said Naomi Mukai of Visual Magnetix.

It's no wonder the yogurt gurus were left just as satisfied as their customers.

