

The Big Picture: Getting People Back In The Seats

PrintFlex Graphics Creates Innovative Stickers To Provide
Peace of Mind To Patrons Heading Back to Theaters

Our Customer

Beginning early March of 2020, large movie theater chains all over the country were temporarily closed due to rising cases of COVID-19. Notable movie theaters such as Regal Cinemas, Cinemark, and AMC had shut down their facilities, with over 1,200 theaters vacant across the country. Now, as theaters begin to open back up, the need to implement proactive safety measures to protect guests' health is imperative.

Our customer is primarily responsible for creating and executing packaging concepts for movie theater popcorn bags and soda cups. As a way to reassure guests that it is safe to return and enjoy the experience, our customer was trying to expand their traditional service offerings to support the theater industry during an economic downturn.



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Our Challenge

The project's central challenge was to develop a label with a suitable adhesive and configuration to place on sanitized theater seats. This straightforward sign would assure guests that the staff had sanitized the seats between showings. Consumer confidence in a safe, clean environment is vital to reopening these theaters for entertainment and bringing hundreds of employees back to the workforce.

Our customer asked for a solution that would assure guests their experience in the theater was safe. Their team wanted to create a sticker that staff could apply to seats after cleaning to show guests that the environment had been cleaned and sanitized prior to their show. The stickers' configuration needed to be flexible since our customer would use them universally amongst all seating types in multiple theaters.

Our Solution

As we set out to create the solution, we considered the challenges facing the theater staff as they would be using the stickers in the theater environment. The stickers would need to be easy and quick to apply since team members would only have a short window of time between showings to clean and prepare the seating area for the next wave of guests. We also knew it was important that the sticker adhesive could securely adhere to the seat and be easily removed without leaving residue behind.

We got to work formulating a universal sticker that would adhere to various surfaces -- plastic, wood, and upholstery -- without leaving residue behind. We tested multiple adhesives in our facility and provided samples to our customer so the theaters could test them in the field.

Once we landed on the right removable adhesive and design for the sticker, our team created a packaging approach and application process that would be simple for the theater's staff. Using a unique die-cutting method, we made the stickers in continuous paper bands packaged on convenient rolls. This continuous paper band made it efficient and straightforward for the theater staff to attach the stickers to the seats between showings quickly. The roll design also made the stickers easy to handle, store, and ship to our customers.



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The Results

With our customers' new seat stickers, theatres can show their guests that their health and safety are top of mind. The stickers' roll design has created an easy and quick solution to adhering them to theater seats, saving team members time as they complete the sanitation process. Since our initial creation, our customer has ordered additional rolls of stickers for the theaters they serve, providing assurance of a safe and comfortable environment for guests as they make their way back to the movies.

Our goal at PrintFlex Graphics is to create an innovative and efficient solution to your packaging and promotional material needs. As an extension of your business, we utilize our technical engineering expertise, vast industry knowledge, and creativity to create solutions that will make a positive impact on your business as we all adapt to this "new normal."

Are you looking to solve a promotional or labeling challenge in your business?

We want to help! To get started, call your team at PrintFlex Graphics.

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