



our work: Loews Theatres

services used:

Lambda duratrans printing

Vutek PressVu printing

Matte laminate

Digital retouching

With the expansion of concessions at Loews theatres in Chicago and New York, new graphics were required to create a new look. P+R Group printed Lambda duratrans images, with a matte laminate, to be backlit above and behind the concession counter. The short-run P.O.P. signs were printed directly on board by our Vutek PressVu printer to ensure both quality and durability.



**Loews Theatres
Crestwood**

photos courtesy of Loews Theatres