



CASE STUDY

# Nike® Well Collective

## Solving industrywide problems

Textured insulated concrete forms (ICFs) are popular in commercial construction but have always made it impossible to apply graphics. Until Taylor got involved.

Nike challenged Taylor to find a way to make vinyl graphics “stick” to the textured exterior walls of their Nike Well Collective facilities. We got in touch with the graphics engineers at 3M® and went to work.

Various installation methods were field-tested on ICF panels until a solution was found that performed in all climates.



The **reliable, repeatable** installation process developed by Taylor delighted Nike and has created **new possibilities** for their brand.



MATERIALS SCIENCE | R & D | PROTOTYPING | PRINTING | INSTALLATION