



CASE STUDY

ICE BAR London

- World's first achievement and extensive press coverage
- Specialist print consultancy delivered throughout
- Bespoke conceptual sampling and substrate sourcing carried out
- Innovative methodologies transferable to future ideas and venue requirements
- Direct to substrate print up to 100mm in depth

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World's first ice printing wins awards

The Client

ICE BAR London delivers a cold sensory entertainment experience where the walls, bar, tables and even your own personal glass are made from ice.

The bar is redesigned every six months with a completely new theme to keep it fresh and give customers a new experience every time they enter. The ice is maintained at minus 5 degrees all year round, making it the coolest bar in town!

The Background

Located in the Heddon Street food quarter just off Regent Street in the heart of London, ICE BAR London issued the challenge of achieving a world's first by printing directly onto ice for their iconic venue. With their philosophy and brand paramount, nothing but direct to ice printing would suffice and an entirely new level of innovation in the use of print technology was required.



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The Solution

The production teams and the London SE1 facility set about using their **versatile** Jetrix KX7 UV flatbed printer, one of only 6 in the UK, to print directly onto ice in fine detail using its 6 picoliter head nozzles for razor sharp edge-to-edge HD.

By using multiple layers of white ink and varnish to ‘seal’ in the design and **protect** it against the elements, it was printed directly onto specially manufactured ice to withstand temperatures of -5 all year round. The UV lamps on the flatbed printer had to be put on the lowest setting to stop the ice from melting. Two ice blocks were delivered in a refrigerated van, went straight onto the printer and then back into the van in a matter of minutes.

With numerous machine modifications and **planning** to the ninth degree, the brief was achieved and the graphic- created by designer, artist and photographer Simon Fowler entitled “The Ice Queen” was printed **directly onto ice** at a thickness of 100mm.

The Outcomes

The work was recognised at the The **Print, Design and Marketing Awards** held in London and took home the ‘creative use of a substrate’ **award**.

As Ben Woodruff, JETRIX UK Sales Manager says; “We are delighted that Apogee have won this fantastic award, as it demonstrates their capabilities of producing **distinctive** large format digital printing projects and it really reflects the capabilities of what the JETRIX printer series can achieve.”

John Peters from Print.it explains, “Printing directly onto ice was achieved by using a large-format UV printer. The final product was **magnificent**, and has led many to think about other unusual materials they might be able to print on.”



See how our Graphic Design and Creative Print services can help your business, by contacting us on:

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www.apogeecorp.com