

Metalphoto® Case Study:

Tremont Athletic Club Photographic Reproductions

Two Cleveland Companies Join Forces to Recognize Renovation of Historic Building ~ Replace Low-Quality Photographic Reproductions with High-Resolution Metalphoto® Photosensitive Anodized Aluminum.

Nick White left his job as a commercial litigator to open a gym. When he met the developers of Cleveland's historic Fairmount Creamery Building, Nick was immediately attracted to the industrial space and how its transformation would be a metaphor for the fitness journey people would undergo there. He wanted the gym to be a high-end and modern space, but still preserve and pay tribute to the history of the building.



Historic Fairmount Creamery Building in 1941 and today.

As a nod to the building's historic roots, Nick commissioned a local shop to create several photographic reproductions of the original space prior to renovation. Unfortunately, the plaque maker utilized a process called sublimation where an image is transferred onto metal using special inks, transfer paper and a heat press.

During the sublimation transfer process, much of the original image's resolution and detail are lost, resulting in a low-resolution image that has a glossy, plastic-like finish. Furthermore, most sublimation metals are thin and after just three years of usage, the photos became damaged and bent from catching on people walking past.

Several people who exercise at TAC also work at Horizons - the makers of Metalphoto® photosensitive anodized aluminum. They recommended that Nick replace his damaged plaques with Metalphoto. Metalphoto is a specialized type of anodized aluminum that is impregnated with a photographic silver compound.



Metalphoto images are extremely high resolution and sealed inside of anodized aluminum – providing outstanding durability, resolution and perceived value. Metalphoto solved three core problems for Tremont Athletic Club:

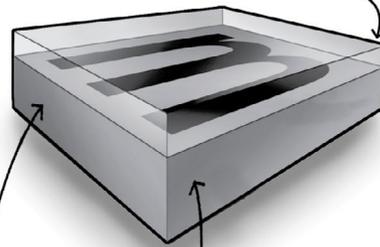
- 1. Durability** – the sublimated plaques were too thin and easily bent from people walking by – Metalphoto is available in ten gauges from 0.003” thick foils all the way up to 0.125” plates so bending is a non-issue. Plus, as a sub-surface, silver-based image, TAC will never need to worry about their new plaques fading, scratching or being damaged by other environmental factors.
- 2. Resolution** – the sublimation process is unable to create true photographic quality resolution; as a true photographic process Metalphoto can magnificently replicate photographs or even incorporate anti-counterfeit features such as microprint or watermarks.
- 3. Perceived Value** – in addition to being thin and low-resolution, sublimated plates carry a glossy-plastic-like look because of the heat transfer process. Because Metalphoto is a type of anodized aluminum, its has a modern, high quality look smooth-to-the-touch look and feel that evokes a higher perceived value than sublimation.

metalphoto®

Cross-section

anodic layer

the glass-clear, sapphire-hard anodized layer resists chemicals, paint, abrasion and dirt.



sealed image

black graphics are metallic silver particles that hold up to extreme heat and sunlight exposure.

aluminum layer

the rigid aluminum base will not peel, crack or delaminate.



According to Horizons Chief Marketing Officer (and TAC member) Sam Wainer, “I saw the damaged sublimation plaques at TAC and saw an immediate opportunity for Metalphoto to elevate the perceived value of the space.” Sam and Nick share an interest in using their businesses to support community – that is why Horizons donated the new photo-reproductions to TAC. Several Horizons employees live in Cleveland’s near west-side neighborhoods and exercise at TAC.



Horizons Employees & TAC Members Pose Around New Plaques with Nick White, owner of TAC.

Following the installation of three photographic reproductions, Tremont Athletic Club commissioned Metalphoto® to produce a large format 8x5 foot mural comprised of twelve Metalphoto panels. The large format photographic reproduction shows workers posing at the completion of one of the “Guardians of Traffic” statues on the Hope Memorial Bridge (formerly the Lorain–Carnegie Bridge) in Cleveland, Ohio. The Guardians of Traffic figures symbolize progress in transportation. Nick picked the image as a symbol of strength and progress – core values of Cleveland and his gym.



About Metalphoto:

Architects and designers specify Metalphoto photosensitive anodized aluminum for high-resolution outdoor and indoor signage applications such as wayfinding signs, photographic reproductions, LEED certification plaques and donor recognition. Metalphoto captures rich, photographic quality images inside of metal – providing unmatched longevity and the durable, modern look of anodized aluminum. Because Metalphoto is a photographic process, its image resolution, clarity and durability are superior to printed or etched signs. Metalphoto is easily cleaned, graffiti proof and impervious to sunlight and abrasion. Metalphoto is available in five finishes and ten thicknesses. Customized Metalphoto signage can be fabricated to exact specifications. Learn more at www.metalphoto.com.

About Tremont Athletic Club (TAC):

TAC is the first local, full-service fitness facility in the Tremont and Ohio City neighborhoods of Cleveland, Ohio. TAC was dreamt up by Nick White, based on his belief that there was an under-served market lying between the two extremes in the fitness industry: impersonal “big-box” facilities and over-priced boutique studios. Nick believed that by creating a gym that people wanted to use, he could start a strong community and help the overall health of Cleveland. And it has worked. TAC’s member usage rates are several multiples higher than the industry average. The gym itself occupies two floors of the renovated 1930s Fairmount Creamery Building. The renovation preserved many original features of the Creamery and boasts outstanding views of Cleveland’s skyline. Learn more at www.tremontathletic.com.

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