



BIG JOB, SMALL CREW: Omni Cast Makes It Possible

Oregon Design Co. is a creative graphics and installation company specializing in large-format branding projects for national clients. Their team is known for taking on challenging installs with tight timelines, delivering high-impact results for brands that need visibility at scale.

When Anheuser-Busch asked Oregon Design Co. to transform a towering grain silo into a massive Busch Light advertisement, the project came with two big hurdles: size and speed. The wrap covered nearly 2,000 square feet of corrugated metal, and the team had just a week and a half from first contact to installation. Normally, a job like this would require a large crew and days of prep, but Project Manager Cody Rodakowski only had two installers available and very little margin for error.

WHY OMNI CAST WRAP

The team had originally planned to use competitor films, but when their Arlon rep stopped by with Omni Cast Wrap samples, the timing was perfect. Compared to other options, Omni Cast promised higher tack, which was exactly what was needed for windy conditions, minimal prep, and the deep corrugations of the silo.

"We're always in the business of saving money and trying new things. Omni Cast was priced right, the test sample stuck great, and the timing worked. We said, why not?"

TACK THAT SAVES TIME

Cody's crew worked with 52-inch-wide, 10-foot-tall vertical panels, one installer on the lift and the other managing the backing paper below. The tackiness of the film made all the difference. Even with 85–90°F heat and gusty winds, the film performed reliably.

"The tackiness of Omni made it possible. It stayed put when we needed it to, but we could still work the panels down, and I'd say it saved us a full day compared to what we're used to. We didn't even have time for an alcohol wipe-down, just a dry wipe, so something tacky was absolutely necessary, and Omni handled it."

RESULTS THAT IMPRESSED

The finished silo wrap delivered the impact Anheuser-Busch wanted. The 22-foot-tall design scaled up beautifully from a 12-ounce can, with sharp print quality and vibrant colors. "Their words were, 'We're really excited!'" Cody said with a laugh.

For Oregon Design Co., the project reinforced Omni Cast's strengths: installer-friendly tack, strong conformability, and reliable outdoor performance even under pressure.

A STRONG ALTERNATIVE TO COMPETITORS

For Cody, Omni Cast stands out not only for performance but also for cost efficiency. "My favorite thing about Omni Cast Wrap? The tackiness and the performance for the price point. It's right there with 3M and Avery, but it saves you a decent amount per kit. For flat panels or tricky installs where you need that extra grab, Omni is going to be our go-to."

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