

CASE STUDY:

Amtrak Enhances Rider Experience



CHALLENGE

New York City's Amtrak train lines serve as a **point of entry for more than 650,000 riders each day**. With its recent renovations, Amtrak wanted to provide their riders with an updated environment that included exciting visuals of the New York City landscape. Amtrak also needed improvements with wayfinding; visual cues such as maps, directions, and symbols to help guide riders to their destinations. Wayfinding has become particularly important as architectural environments become more complicated.

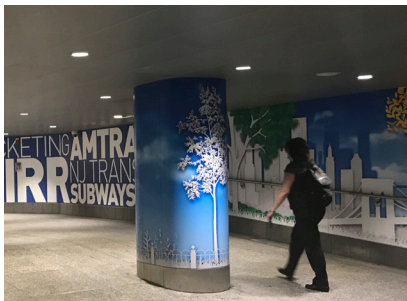
ABC IMAGING'S SOLUTION

With expertise in printing and installing over 2000 station dominations a year in New York city and a nearby **state-of-the-art 70,000 square foot facility**, ABC Imaging was hired to take on the challenge. ABC Imaging worked closely with the Amtrak team, to survey the area and provide recommendations about what materials could work in the high-traffic environment but would still be rich in color, non-reflective, and highly durable. We printed multiple wall and column graphics with our 30 foot Durst plotters. Along the way reviewing accuracy and color consistency to meet client specifications. **ABC Imaging worked around the busy schedule of the train station** and its patrons to expertly install each of the graphic panels.

RESULTS

With ABC Imaging's comprehensive services and expertise, Amtrak gained the ability to:

- 1 Create an **enhanced user experience** for their riders that included an attractive environment as well as improved wayfinding.
- 2 **Save money** by using us as a **sole vendor, leveraging bundle pricing and eliminating costly miscommunication** across multiple vendors.



ABOUT ABC IMAGING

ABC Imaging continues to be the leading provider of innovative printing solutions and unique services. It has grown to operate stores at more than 35 locations globally and employs more than 500 people. With our focus on innovative solutions, from print-on-demand to 3D printing and from on-site print management to building wraps, ABC Imaging has a simple mission—"Impress Every Client, Every Time."

TO LEARN MORE

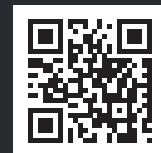
Contact your local ABC Imaging Sales Representative or our friendly Customer Service department at: customerservice@abcimaging.com

ABC IMAGING U.S. LOCATIONS



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Visit us at abcimaging.com

ABC Imaging is always on the cusp of innovation and technology. We can help you create a **unique and enhanced user experience** by providing a variety of cutting-edge printing services and creative product solutions. We use our creativity and experience for your unique project needs. **Contact us today!**