



# How We Invented Custom Opacity Frosted Glass Graphics?!

## **Brand**

Global Supply Chain

## **Business Type**

Retail

## **Services**

Design & Engineering

Digital Printing

Installation

## **Concept**

Our customer asked for the interior dealership windows to have a frosted appearance, but with their logo completely clear. Typically, we achieve this by using frosted vinyl and kiss-cutting and weeding out the logo. However, traditional frosted films don't offer much transparency, and they wanted to be able to see shapes through the frost. Since this type of material didn't exist, we created it. Learn how we created this below...

## Challenge

Create a frosted window graphic that keeps the logo crystal clear while still allowing visibility through the frost.



## Solution

# 5 days

From solution to install

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Traditional frosted films are too opaque, and nothing on the market allowed the level of see-through-visibility the customer needed for safety. Since no material existed that could give a frosted look and still reveal shapes behind the glass, we developed one from scratch. We started with an opacity guide so they could choose their exact level of visibility.

We then printed that transparency onto ultra-clear PET to create a frosted look with a fully clear logo. This new approach delivered an effect no standard frosted vinyl could achieve—while also cutting cost by removing kiss-cutting, pre-masking, and weeding. We developed and installed it within days, and it quickly became the brand standard across all dealerships.