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Cushing and Whimsical Candy: a match made in Candyland

Posted: 04.15.13 BY: [Cushing](#)



As an active Chicago Loop Alliance member, we've crossed paths with business owners from a number of industries. A recent LoopedIn Networking Event fostered a sweet encounter between Whimsical Candy and our organization, Cushing, a print and digital communications specialist.

Whimsical Candy, a local confectioner specializing in small batch sweets that blend a grown-up taste with the fun of childhood, had seen booming sales online. In order to get their tasty treats into the hands of more Chicagoans, Whimsical Candy pursued a brick and mortar Loop location. Collaborating remotely with an out-of-state graphic designer, Whimsical Candy sought a local company to handle the printing and installation of their storefront retail graphics. The downtown shop needed to be an enticing customer destination and eye-candy... oops ... eye-catching, to draw in customers.

So Cushing agreed to the installation as long as free samples were involved. OK, we didn't agree based on free sample, but we've been kicking ourselves ever since!

We conducted an onsite visit, taking measurements that assisted with the final artwork layout. After consultation from property management, we customized a solution that did not disrupt the facade or common areas in the historic building. The final installation was a mix of Abaco Beach Wallpaper (using clay based paint) and adhesive vinyl graphics for the ceiling and walls. A dash of pantone specific wall lettering and special clear flooring came together like a tasty taffy recipe to showcase this one-of-a-kind local business.

We could talk all day about the technical details that exist behind the graphics. However, the truly rewarding element of this project was assisting a terrific downtown business in telling their story, and delivering a solution that would have made even the most cavity-laden smile shine.

With a business built on maintaining relationships, Chicago Loop Alliance membership provided us with an opportunity to connect with a like-minded organization. **Cushing** looks beyond just supplying a printed piece or installing wall graphics; we want to see our print partners succeed.

To us, that's sweeter than a visit to Candyland!

Have an upcoming print project and not sure where to start? Cushing has a team of print consultants and are happy to answer your questions. Call 312-266-8228.

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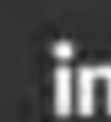
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