

Durable Signage For World-Renowned Amusement Park

Durable Outdoor Comics Receive Visitor (And Snoopy's) Stamp of Approval



Since 2008, Planet Snoopy has offered attractions and ways for families to engage with beloved Peanuts® characters at a world-renowned amusement park in Ohio.

One prominent feature in Planet Snoopy are Peanuts® comic strips displayed in line queues throughout the park. These comics became so popular that amusement park staff struggled to keep the signs up long enough to be enjoyed by families. The white vinyl comic strip signage didn't stand up to scratching, fingerprint smudging, and peeling. In some instances, the signs would peel a day or two after installation.

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About midway into the 2022 operating season, after constantly replacing the comic strip signage, park staff decided to seek a more sustainable alternative. Barb Wozniak, who manages creative services, was brought on to find a vendor to help. Barb recalled her previous positive experience of working with Metalphoto of Cincinnati (MPC), and reached out to MPC to find a viable material and adhesive that would last.

"One of my goals for the shop team is to try to figure out how we can get more out of what we do, more time, etc. so they're spending less time. Another is guest satisfaction. We want to make sure everything out there is as pristine as possible. But when you have people touching and peeling things it's a challenge. That's never going to change when it comes to a kids' area. With so much contact, sustainability is key."

To overcome the challenge of poor outdoor durability and ineffective adhesive options, the MPC team sent amusement

park staff Metalphoto® material samples in various sizes, thicknesses, finishes, and adhesives to find the right combination.

The result?

The outdoor signage in Metalphoto® anodized aluminum with a satin finish was ordered in early 2024 and since installation, the Peanuts® comics have withstood the entire operating season. This includes abrasion and harsh UV sunlight in addition to issues with the adhesive. Michael Hicks, Sign Shop Foreman states, "The vinyl never made it a month, let alone an entire operating season."

Now, amusement park staff and park visitors can enjoy Peanuts® comic strips for many years to come, making Barb's search for a sustainable option a successful one.

Barb adds, "I like them [the comic strips]. I like the fact that they hold up and that we don't have to be out there every other day trying to repair them. I think the solution works really well for our location."

