



A massive printing project is easy to navigate with FedEx Office



After David DeLorme got lost one day while hiking in the woods with a faulty map, he developed a passion for helping people find their way. Today, his company, DeLorme, is a global leader in innovative mapping technologies, satellite communications and GPS systems known for their detail and accuracy.

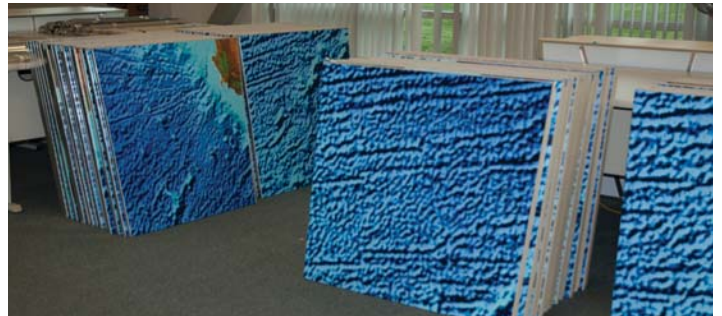
To inspire visitors and employees, David DeLorme designed a replica of the Earth — affectionately called Eartha™ — to fill the three-story atrium of DeLorme's headquarters in Yarmouth, Maine.

CHALLENGES "Eartha was unveiled in 1998 in this beautiful glass atrium. Over time, she faded significantly," says Kim Stiver, vice president of marketing at DeLorme. The three-dimensional scale model was constructed with more than 792 map sections, printed and mounted on lightweight panels, many of which were showing signs of age.

In addition to the faded colors, some of the panels were peeling. DeLorme set out to find a new partner that could work with them to give Eartha a face-lift. "We'd been working with FedEx Office for a while on other printing projects, including our sales collateral. Our account representative said FedEx Office could help us redo the panels on Eartha with new printing technology that could prevent peeling and stand up to UV rays," says Stiver.

How We Helped

- Customized solutions
- State-of-the-art technology
- Dedicated team of print experts



EARTHA'S STATS

Eartha is the largest image of the Earth ever created. It holds the title "World's Largest Revolving/Rotating Globe" from the *Guinness Book of World Records*.

1	inch represents nearly 16 miles
23.5	degree tilt, just like the Earth
41.5	feet in diameter
792	printed map panels
6,000	pieces of lightweight aluminum tubing hold up the panels

SOLUTIONS DeLorme was excited to hear how printing advances could enhance Eartha's look. DeLorme's FedEx Office account representative showed them how Signs & Graphics by FedEx Office could achieve their goals with state-of-the-art equipment:

- **Large format printing.** The panels were printed using large format printers that can achieve photo-quality results on almost any substrate in sizes up to 10 feet wide and more than 100 feet long.
- **Fade resistance.** UV-cured inks, including white inks, were used to print directly onto corrugated plastic. Since the ink saturates the substrate, Eartha's panels won't peel.
- **Sturdy substrate.** FedEx Office recommended printing the panels on corrugated plastic, a lightweight, durable and UV-stable substrate.

RESULTS DeLorme was thrilled with how Eartha's new panels turned out. "FedEx Office helped us achieve the meticulous detail of our maps in vivid colors that really pop," says Stiver. "When Eartha is all lit up, it's a reminder of how connected we are across the Earth. FedEx Office was the perfect fit to join us in this project. They helped us do this in a way that holds true to David DeLorme's vision."

LET'S MAKE IT HAPPEN Find out how FedEx Office can do more for you. Go to [fedex.com/businesssolutions](https://www.fedex.com/businesssolutions) or call **1.800.GoFedEx 1.800.463.3339**.

"When Eartha is all lit up, it's a reminder of how connected we are across the Earth. FedEx Office was the perfect fit to join us in this project. They helped us do this in a way that holds true to David DeLorme's vision."

— Kim Stiver, DeLorme