



## CASE STUDY: KAISER PERMANENTE W. LA MEDICAL CENTER

WEST LOS ANGELES, CA

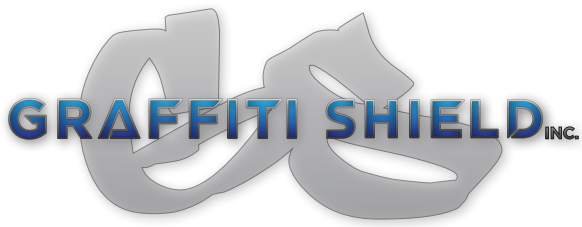
Kaiser Permanente West Los Angeles Medical Center (Kaiser) is a large, multi-building healthcare facility that offers emergency care, specialized treatments, and general inpatient/outpatient care to a service population approximately 2 million people. Thousands of patients and visitors frequent their facility daily.

## CLIENT ISSUE/CHALLENGE

- The cleanliness and safety of Kaiser's healthcare facilities is critical to patient satisfaction and customer/employee retention.
- Years of high traffic and visitation through their facility had caused significant wear and tear to the hospital's 26 elevators
- Vandals had begun to tag and etch the metal and wood veneer panels with unsightly graffiti



Visit [www.graffiti-shield.com/kaiser-permanente](http://www.graffiti-shield.com/kaiser-permanente) for more details



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[www.graffiti-shield.com](http://www.graffiti-shield.com)

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## GRAFFITI SHIELD SOLUTION

### LASER SURVEYING

- CAD files of each elevator created to ensure proper fit of proposed films

### METAL SHIELD

- Opaque graffiti abatement film that replicates the look of stainless steel
- Proprietary adhesive that cleanly releases from the surface but withstands removal attempts from general public
- Protected the substrate from future damage while covering up any existing vandalism.
- Precut pieces with unique part numbers for quick and easy identification and replacement

### CUSTOM SHIELD

- Graffiti abatement film designed for a specific substrate that will mimic the original appearance of the surface.
- The wood veneer used in the Kaiser elevators was unique, requiring a custom solution to ensure an accurate match.
- Proprietary adhesive that cleanly releases from the surface but withstands removal attempts from general public
- Precut pieces with unique part numbers for quick and easy identification and replacement



## PROJECT OUTCOME

- The costs to resurface the wood veneer and stainless steel surfaces had been quoted at over 10x the cost of the Graffiti Shield solution.
- All 26 elevators were successfully protected with Graffiti Shield films. The client regularly replaces damaged pieces and has been able to maintain a clean and professional appearance within their elevators.