



SPECIALFX

October 2007

INFLATED MODELS WITHOUT INFLATED PRICES

Peter Parker may choose to push his trolley down the food aisles at the local supermarket but spiderman prefers the less crowded view from the rooftops.

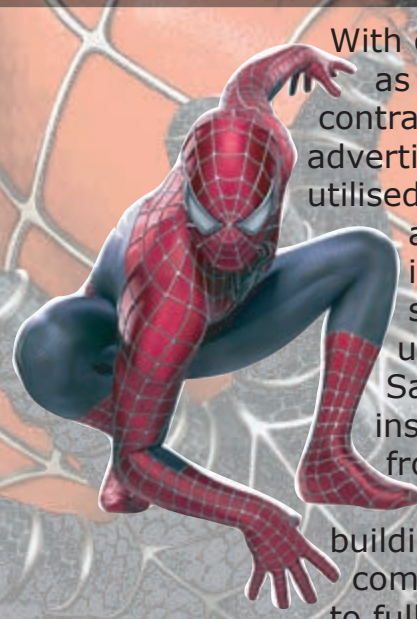
You don't need to read the Daily Planet for this scoop. Just go down to the ASDA supermarket in Milton Keynes to see for yourself. There, perched on the rooftop is our iconic hero surveying the mean streets of the Northern Home Counties.

However, master criminals plotting world domination from their conservatories in Bedford and Dunstable need not fear. Their nemesis is the creation of Merlyn Electronics and has been produced to promote the launch of Spiderman 3 on DVD from Sony Pictures Home Entertainment.



The giant inflatable model is over 14ft x 10ft and produced from high quality PVC. The crime busting superhero was required to have a very specific pose and appearance and so the model was hand painted to a fine finish to replicate the clients own original artwork.

Equally the model was required to remain in situ for several weeks so Merlyn ensured that our crusader for justice would remain at the height of his superpowers with a permanent cold air blower installed on site.



With over 10 years experience as a manufacturer and main contractor to the outdoor advertising industry Merlyn utilised all its expertise to deliver a smooth and efficient installation at the ASDA supermarket. Whilst we understand that Health & Safety boys have never insisted on a risk assessment from Mr Parker prior to him swinging from a tall building, as an ISO9000 company, Merlyn was delighted to fully comply with this request.

If you are planning an outdoor event that requires a bold impact inflatable model to be built and installed Merlyn would be delighted to give you a cost effective solution.

WE CAN'T PROMISE YOU SUPERHEROES AND HEROINES BUT WE'RE EXCELLENT AT WHAT WE DO AND YOU WOULDN'T REALLY WANT TO SEE OUR STAFF IN TIGHTS!!!

Our sales team will be pleased to advise on all your outdoor projects, and provide a fast, competitive quotation.

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