

# CASE STUDY

## EXPANDED POLYSTYRENE BECOMES COMPLETELY ANIMAL

The city of Granby needed a physical element to promote its tourism. The municipality also wanted to work hand in hand with a local sculptor.

### CUSTOMER'S CHALLENGE

The municipality of Granby was on the hunt for an easy-to-carve material, but it had to be offered in very large dimensions. The goal was to create an interest for its main tourist attraction, the Granby Zoo. It had to be resistant since the sculptures are exposed outside and subjected to climatic conditions.

### POLYFORM'S SOLUTION

Polyform offered to provide large expanded polystyrene blocks (EPS). These are 16 feet tall blocks! EPS is tough and strong, but flexible enough to be sculpted. It is a material resistant to water and moisture. In addition, its lifetime can be extended when covered with a coating or when laminated.

### RESULTS

These impressive and flamboyantly colored sculptures, located in key locations, attract tourists and citizens' attention. Many want to take a picture with these big foam animals. Even the medias shared their arrival in a story. This had a considerable economic impact for the municipality and for the tourist site.

**"INCREASE OF THE PRODUCT LIFE AND  
BETTER VISIBILITY OF A TOURIST  
ATTRACTION."**



Photo: Courtesy of Granby City