

# Avery Dennison® Graphics Solutions Transforms its Fleet

A mix of established fleet vehicle graphics products will drive awareness of the company's brand on America's highways

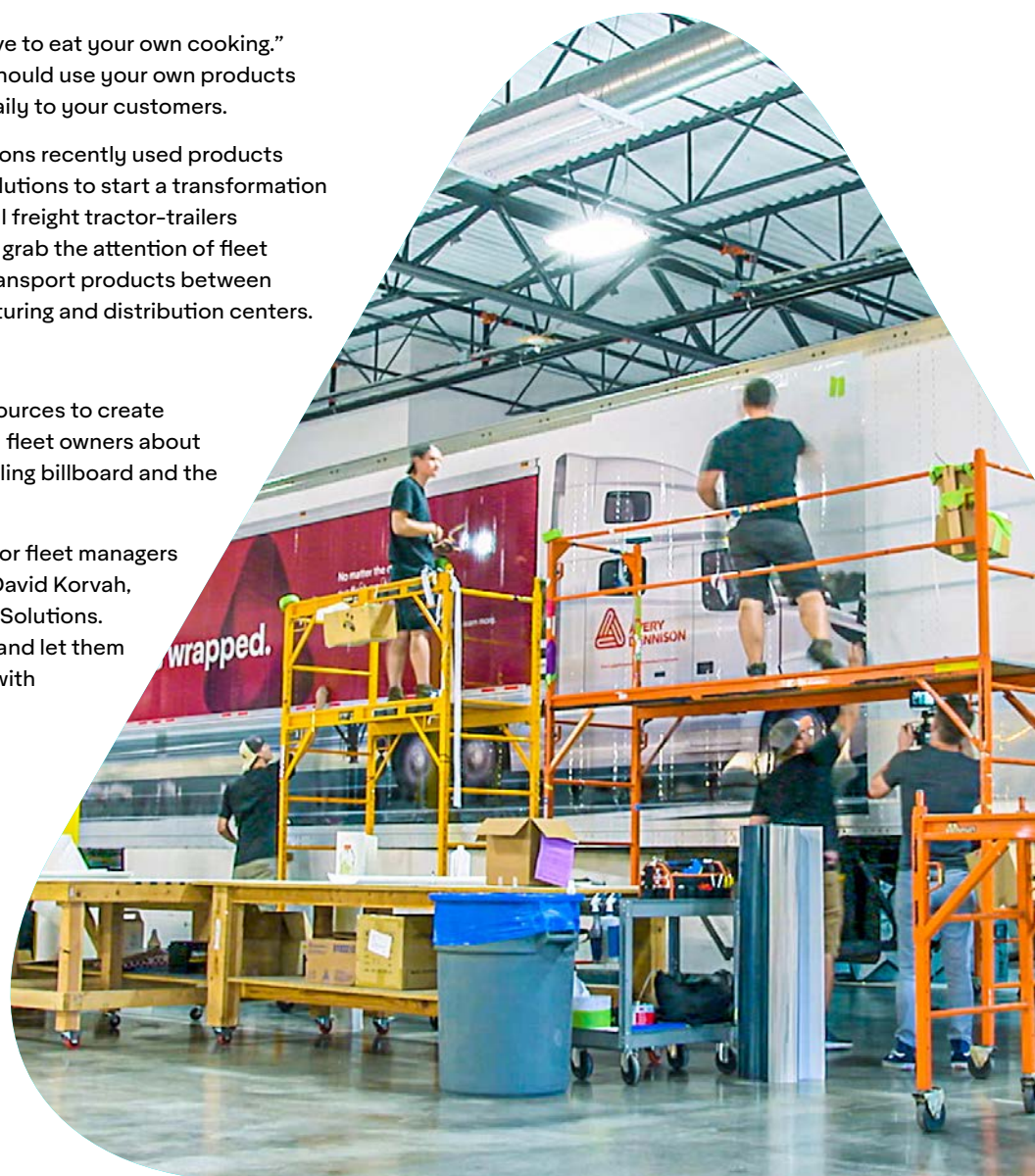
There's an old saying in business that "you have to eat your own cooking." It simply means that, when appropriate, you should use your own products and services — the same ones you promote daily to your customers.

In that spirit, Avery Dennison® Graphics Solutions recently used products from its portfolio of Fleet Vehicle Graphics solutions to start a transformation of its fleet branding. The result? New long-haul freight tractor-trailers now feature striking, new artwork designed to grab the attention of fleet operators across the country. These trucks transport products between Avery Dennison Graphics Solutions' manufacturing and distribution centers.

## A message to fleet owners

The Avery Dennison team tapped internal resources to create this artwork. The "truck-on-truck" design tells fleet owners about the opportunity to transform a truck into a rolling billboard and the importance of choosing the right provider.

"This trailer graphic was specifically created for fleet managers who need to get their trailers wrapped," said David Korvah, marketing manager, Avery Dennison Graphics Solutions. "We wanted to get our brand in front of them and let them know they can have their brand represented with high-quality material from Avery Dennison."





### The customer's perspective

The project also required the team at Avery Dennison to put themselves in the shoes of a fleet operator. While the benefits of having a rolling billboard were easy to understand, the logistics and long-term cost of the project were put under close consideration.

To minimize fleet downtime while ensuring high-quality printing, the team chose Nite-Bright Sign Company. Headquartered in Fort Myers, Florida, Nite-Bright is a full-service provider of fleet graphics. The company also provides print and production services for interior décor and signage. "We're known for being a quality-oriented company with quick turnaround times, which isn't something you often hear in our industry," said Bill Mathey, vice president. "A lot of the bigger companies have longer lead times, so we try to find customers who need things done a little bit quicker and value that service."

### Real-world experience with our own products

The Avery Dennison team chose multiple products from the Avery Dennison Fleet Graphics portfolio to wrap the trailers. Alternating products allowed the team to get real-world experience, while Avery Dennison R&D performed additional testing with its film lines, prior to releasing the products.

Crux Roadboardz Graphics in Hebron, Kentucky, was chosen to install the graphics on two trucks. They wrapped one truck with a soon-to-be-released PVC free digital film. That film was paired with a UV clear coat (not an Avery Dennison product) on one side and a new, matte, PVC free digital overlamine (DOL) on the other. "Knowing fleet managers' needs for graphic durability and protection, we engineer our fleet vinyl films to work with both digital overlaminates and UV clear coat. That's why we tested both applications on this trailer," said Dan Rozzo, strategic account manager, Avery Dennison Graphics Solutions.

The second truck was wrapped in MPI 1705 fleet wrapping film with the DOL 1060 Max overlaminates. MPI 1705 offers excellent printability, conformability, and durability, and is specifically engineered for fleet applications. Both films allow for extreme ease of removal at the end of a graphic's service life. While many fleet managers' budgets don't consider removal, this differentiator can be critical to a project's long-term ROI.

Says Bill, "This is important because if you don't have a removable long-term product, then the removal of graphics, maybe five to seven years down the road, will probably cost more money than the graphics plus the installation combined. When you look at the full lifecycle of a graphic, removability is a big expense."

### A project taken to heart

Crux Roadboardz Graphics finished the wrapping over two days, and the trucks promptly returned to service. Besides promoting the Avery Dennison Fleet Vehicle

Graphics portfolio, the wrapped trucks will provide the team with an opportunity to continually learn about and enhance the company's products.

"Wrapping our trucks with new graphics was something that we've wanted to do for a really long time," said Dan Rozzo. "The fact is that the team took this project to heart and worked hard on it. Taking the tractor-trailers out of service for a couple of days was a very big deal for us. But it was also important to 'practice what we preach' to customers: to get your image out there and do it with a great product. I'm just as excited as the guys on the team that made it happen."

To learn more about our Fleet Vehicle Graphics portfolio, contact your Avery Dennison representative, or visit [graphics.averydennison.com/fleet](http://graphics.averydennison.com/fleet).



[graphics.averydennison.com](http://graphics.averydennison.com)

03/2023



For information on warranty terms, exclusions and certain limitations that apply please see our website: [graphics.averydennison.com](http://graphics.averydennison.com). All statements, technical information and recommendations about Avery Dennison products are based upon tests and information believed to be reliable but do not constitute a guarantee or warranty of any kind. All Avery Dennison products are sold with the understanding that the Purchaser has independently determined the suitability of such products for its intended and other purposes.

©2023 Avery Dennison Corporation. All rights reserved. Avery Dennison® is a registered trademark of Avery Dennison Corporation. Avery Dennison brands, product names, antenna designs and codes or service programs are trademarks of Avery Dennison Corporation.