



Mac Tools - Tricked-Out and Wrap-Ready



Mac Tools, a leader in the automotive tool and equipment industries, with roots tracing back to 1938, is a division of Stanley Black and Decker Incorporation. Its products and services for the professional technician or mechanic are as popular with small town mechanics as they are with NASCAR race teams. A relationship with Lizard Skinz, an Avery Dennison certified vehicle wrap installer, rose to a new level when Mac Tools presented the idea of wrapping its toolboxes and selling them through retail outlets as well as its certified distributor network.

Toolbox Art

Mac Tools approached Lizard Skinz in late 2013, with the idea for the toolbox wraps. They had seen work completed by Lizard Skinz in the past, and thought customized graphics tied into racing icons for toolboxes were a great opportunity to collaborate. The joint project brought different aspects of the automotive industry together, including wrap installers, racers, restorers, and tools.

Three unique graphic designs were created to honor well-known personalities in the car racing and automotive industry. John Force, a famous Funny Car champion driver and drag racer, is a feature of one design while another is a more classic design for Mac Tools. Chip Foose, an American hot rod shop owner and star of the hit TV show *Overhaulin'*, also designed a wrap.

"We tried to fabricate a toolbox that every car or race enthusiast would love," said Mike Uker, owner and president of Lizard Skinz. "All four sides of the Mac Classic toolbox were wrapped, while Chip Foose's design covers three sides, and the John Force design is on the front and one side."



“ The repositionability and slideability of Avery Dennison’s Supercast films helped tremendously with the installation. ”

Mike Uker, owner and president of Lizard Skinz

Overall, Lizard Skinz wrapped about 70 tool boxes, total. Chip Foose’s wrap was popular, since it was designed by Foose, himself. “His black and white vintage truck design was a big hit with the customers,” said Uker.

Easy Installation with Avery Dennison Films

Each toolbox wrap was completed with Avery Dennison® MPI 1005 Supercast Easy Apply™ and DOL 1360 gloss overlaminate films. One continuous piece of vinyl was applied on each of the toolboxes. According to Lizard Skinz, installers used anywhere from 42 square feet to 25 square feet of film for each individual project.

“Overall, each wrap takes about an hour to complete,” said Uker. “The repositionability and slideability of Avery Dennison’s Supercast films helped tremendously with the installation. Since each wrap was created with one piece of film, the installers were able to position the film around the drawers and sides of the toolboxes with ease. If the graphics weren’t straight on the first try, the installer could pick up the film and try again without any difficulty.”

Customers can learn more about how to purchase the custom-wrapped Mac toolboxes by visiting www.mactools.com, or contacting a distributor in their area.

To learn more about how Avery Dennison Graphic Solutions can create new possibilities for your project, visit www.graphics.averydennison.com.



Products used:

- Avery Dennison® MPI 1005 Supercast Easy Apply™
- Avery Dennison® DOL 1360 gloss overlaminate films

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