



# Decorating the Dinamo Zagreb bus

As the most successful Croatian football club, Dinamo Zagreb needed its 14-metre Starliner team bus to make the biggest possible visual impact. Avery Dennison materials provided the answer.



Tanja Petek, Product Manager, from the converter BELINA said that outstanding decoration was achieved by partnering with Avery Dennison, the designers from Dinamo Zagreb's Marketing team, and with Real Group: "A project on this scale with such a big impact requires an in-depth understanding of materials and good application skills. Avery Dennison helped us to make the most of MPI 1900 cast films and MPI 2000 self-adhesive vinyl. The 'pop' you can clearly see was the result of exceptional print performance – and great conformability allowed us to create a true showroom finish."

The Washington Post clearly agrees, as demonstrated by its article carrying the headline:

“The coolest team bus of all time belongs to Croatia’s Dinamo Zagreb soccer team.”



Dinamo Zagreb's Executive Director for Marketing and Sales, Sanda Mamic, was delighted with the project outcome:

“As you can see, we're not exaggerating when we say that this is a major enhancement of Dinamo. The new club coach is made to the highest standards, both externally and internally, and will provide our players with maximum comfort while travelling.”



**THE MATERIALS USED**

MPI 1900 cast films, MPI 2000 self-adhesive vinyl and MPI Perforated Window Films all played a role in the project. Conformability, printability and durability were key features, and the materials supplied came with an Avery Dennison ICS Performance Guarantee. Avery Dennison now offers an enhanced, next generation Digital Cast Film Series, MPI 1104. This new series delivers outstanding printability, fast and easy application and superb 3D performance.

**Benefits of Avery Dennison MPI 1104 Cast Film Series**

- > Highly conformable gloss white, self-adhesive vinyls for digital printing
- > Great printability and image quality
- > Films cope easily with 3D challenges such as rivets and corrugations
- > Best-in-class conformability and Easy Apply technology
- > Outstanding performance across a wide range of indoor and outdoor applications

**Benefits of Avery Dennison MPI 2000**

- > Gloss white polymeric self-adhesive vinyl
- > Highly recommended for applications on flat/slightly curved substrates.
- > Suitable for many super-wide format inkjet printers (solvent, UV curable, latex ink)
- > Excellent lay-flatness, printability and dimensional stability

**Benefits of Avery Dennison MPI 7000 Perforated Window Film series**

- > Perforated, calendered films with black reverse side for use on transparent substrates
- > Different patterns available, suitable for applications such as buildings or vehicles
- > Image clearly visible on the printed film even before application, thanks to the special liner on selected products (MPI 7101/7201/7301)
- > Enables view of the image from one side and looking through the film/window from the other side

For more information, go to [www.graphics.averydennison.eu](http://www.graphics.averydennison.eu)

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