



## 50<sup>th</sup> anniversary – wrapping Porsche 911s for a Grand Prix

We recently saw the 50th anniversary of the launch of the very first Porsche 911 - a truly iconic sports car first unveiled in Frankfurt. The Historic Grand Prix in Zandvoort presented a perfect opportunity to celebrate, and Porsche planned a 911 parade led by a specially wrapped car, also used as a safety car (or pace car) during the race itself. A further seven wrapped cars also went to dealer showrooms for promotional use.

VinylTouch was asked by its client (and wrap designer) Pon Porsche Import to wrap the cars. The installer first conducted trials, and found that an initial choice of film was not ideal. Following discussions with Avery Dennison and its chosen printer Bergslot, VinylTouch decided to print on Avery Dennison film, and settled on Avery Dennison MPI™ 1005 EA™ RS with DOL 1460 to ensure the very best results.



## RESPECT FOR AN ICON

Few cars evoke the same response as the Porsche 911. It is now in its 7th generation, but all of the original lines have been retained, as drawn on paper by Ferdinand Porsche. The wrap theme was therefore “De toekomst van traditie” (The Future of Tradition), and the priority for both Bergslot and VinylTouch was to create a quality of design and application that would respect the rich Porsche heritage.

## THE BENEFITS OF WRAPPING

The eight model 991 Porsche 911s given to VinylTouch were originally in 8 different colours, contributed by eight different dealers. VinylTouch had just one week to make all of the cars white, under the same design theme. Rapid and trouble-free unwrapping was also a priority, so that dealerships could have pristine cars returned to them. Before unwrapping, the cars were showcased in Porsche’s biggest showrooms in the Netherlands: Amsterdam, Enschede, Eindhoven, Groningen, Heteren, Leusden and Rotterdam.

## THE BENEFITS OF AVERY DENNISON MPI™ 1005 SC EA™ RS

With only five working days to complete the project, fast and reliable application was a major priority. Rob Siemerink, director and head commerciant of VinylTouch explained that the initial discussions with Avery Dennison and the trials with Bergslot were important when confirming that MPI™ 1005 SC EA™ RS was the best material for the job: “We needed materials that were not too aggressive or hard to reposition, and Easy Apply RS technology gave MPI™ 1005 SC EA™ RS a definite advantage. We had great repositionability and slideability when applying the graphics, and excellent air egress so that bubbles were not an issue. The result for us was greater confidence that we could complete the job, and an end result that really did have ‘factory finish’ quality.”

\* Printed and laminated, depending on ink type

\*\* See [graphics.averydennison.eu](http://graphics.averydennison.eu) for the terms and conditions of the ICS Warranty Programme.

## AVERY DENNISON MPI™ 1005 SC EA™ RS

### KEY FEATURES:

- > Outstanding 3D performance
- > Stunning print quality with latex, UV, solvent and eco-solvent inks
- > Maximum outdoors durability up to 5 years printed\* and 10 years unprinted
- > High gloss and matt finishes\* images that stand out
- > Faster, easier installation with Avery Dennison Easy Apply RS technology
- > ICS Warranty Programme guaranteed performance for peace-of-mind\*\*

After the cars were showcased in the main Netherlands Porsche showrooms, Porsche and VinylTouch received several requests from customers who also wanted to wrap their cars.

For more on Avery Dennison films see [graphics.averydennison.eu](http://graphics.averydennison.eu).

