



## Craftsmanship and Quality Materials Make for a Happy Customer

"This type of work has opened many new opportunities for us. We have been referred to several other business and fleet vehicle accounts from our relationship with UFC Gyms," said Demmer. "In this industry, our largest segment of new business has come from the difference in our workmanship versus competing print providers and vinyl installers. We believe in doing things right the first time with the highest quality material and printers possible like Avery Dennison vinyl and our Mimaki CJV 300-130."

When asked about the greatest challenge of this particular project, Demmer suggested that timing was crucial. "With so many UFC clubs opening in a short amount of time, it was a challenge organizing the installation timing while working around tight schedules," said Demmer.

Demmer's biggest tip for wrapping commercial spaces like these? "Underpromise and overdeliver. You will always have a happy customer."

Demmer certainly delivered by turning each application surface into part of a branded experience. Places that would otherwise go unnoticed can become important interaction points with the help of vinyl films, and this effect is not limited to gyms. The trend of using vinyl films to drive home brand messaging can be seen at clubs, restaurants and hotels, as well.

### Products used:

- **Avery Dennison®**  
**MPI 1005 Supercast**  
**Easy Apply RS™**

MPI 1005 is being replaced by MPI 1105 Easy Apply RS™ Cast Film, which delivers reliable print quality across all platforms as well as superior conformability.

- **Avery Dennison®**  
**DOL 1360 Overlaminate**

Three new series of overlaminates, DOL 1000Z, DOL 1300Z and DOL 1460Z, pair with the new MPI 1105 for superior durability.

- **Avery Dennison®**  
**MPI 2611 Wall Film**

*Avery Dennison digital media is used for architectural, fleet and vehicle graphics.*

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