



DirtFish Driving School Finds the Perfect Solution

Vinyl films, such as Avery Dennison® Supreme Wrapping™ Films, are widely used to wrap vehicles and wheels for full color transformations and to add detailed graphics with ease. Qualities of Supreme Wrapping Films, such as its durability, appeal to alternative markets as well, including rally racing schools, which are beginning to use Avery Dennison wraps to protect their battered racecars. Rally racing takes drivers through lengthy roads of rough and rocky terrain. DirtFish, a rally racing school located in Washington, sought a product that was easy and quick to install on its cars that also matched the brand's colors. The solution? Avery Dennison Supreme Wrapping Films.

Pushing The Limits

DirtFish Rally School began using Avery Dennison Supreme Wrapping Films for its fleet of Subaru racecars in 2014. The DirtFish track sits atop a former lumber site and mill in Snoqualmie, Washington. Since its opening in 2010, the rally school has skyrocketed to national recognition as the most distinguished specialized performance driving and rally school in North America.

Trevor Wert, media manager at DirtFish, explains that the DirtFish fleet, which consists of 12 Subaru STIs and 10 Subaru BRZs, were first wrapped with Supreme Wrapping Film after the school decided to switch to products that could withstand the abuse from the demanding rally environment. DirtFish hosts driving classes seven days a week, multiple times each day. With rocks and mud constantly flying up and hitting the cars across the gritty tracks, the school regularly replaces wraps, parts and fenders.

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“We’re constantly refurbishing the cars with new parts,” says Wert, “We don’t want to go through the trouble of having the cars printed or painted when the paint chips away easily and is gone in less than a month.” He’s seen the majority of the wrapped vehicle remain pristine even with rocks bouncing off it.

DirtFish installation takes place in-house, and the team has hired an installer to wrap full-time. The installer is able to apply the wraps easily and quickly, wasting no time between the morning and afternoon classes during the harsh weeks the cars must endure. In addition, the DirtFish team prolongs the lives of each wrap by washing and waxing the cars daily.

Wave the Checkered Flag: DirtFish Never Looking Back

“The wraps never pull, stretch or break,” says Wert, which were regular issues DirtFish faced prior to using Supreme Wrapping Film. Now, the school can quickly replace wraps while moving forward with larger projects.

The DirtFish team recently conceptualized new racing designs and graphics that would uniquely brand the fleet of Subarus on the track. As Avery Dennison vinyl films are available in a range of colors, DirtFish chose Supreme Wrapping Film Orange, Grey, and Satin Black to carefully create the new designs by layering each on the vehicle.

“Supreme Wrapping Films are more malleable and conform to compound curves unlike any other manufacturer’s films,” Wert explains, “Nothing compares to Avery Dennison films.”

Products used:

- Avery Dennison® Supreme Wrapping™ Film Orange, Grey and Satin Black

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

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