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NASCAR Prime Time

Richard Childress Racing has three NASCAR Nationwide Series cars, three Sprint Cup Series cars, three NASCAR Camping World Truck Series on a full schedule in 2012. With cars and sponsors for nine teams, keeping an outside graphics provider up to date with color schemes and sponsor logos proved difficult. On top of all the teams' race cars, each has a show car that goes on tour for corporate partners and is on display at conventions, store openings, car shows and more. To meet the team's growing graphics demands, the leadership decided to bring the printing and installation in-house in 2011 and turned to Avery Dennison for digital media and overlaminates.

Graphics Partner

Nick Woodward is the graphics manager at the RCR Graphics Center. He and Kenneth Ward, the creative manager, are responsible for keeping all the cars in the right colors and with the right sponsor logos. The duo use a combination of Avery Dennison products and paint to keep the cars decked out.

The team's products of choice are Avery Dennison MPI 1005 Supercast Easy Apply RS and DOL 1360 gloss overlaminate for the graphics that are used on the cars, car haulers, pit and toolboxes, pitwall banners, helmets, showcars and their trailers, wall murals and graphics and other miscellaneous equipment and jobs.

Avery Dennison developed a custom color match for the Menards yellow with the new Supreme Wrapping Film. This film is being used on the Paul Menard's No. 27 Chevrolet in the NASCAR Sprint Cup Series. "Avery Dennison is obviously a big company, but the Graphics and Reflective Solutions team is service-oriented and quick to respond. That makes all the difference," says Woodward.



Wraps Mean Less Time

NASCAR cars have been wrapped with vinyl for years. Many teams balance the need between wraps and decals depending on the race, the car and the sponsor.

Woodward is still evaluating paint versus full wraps for some of the cars. The number of times a particular graphics package is run on a car affects his decision. He does admit that a wrap will take half the time of a paint job. "We do wraps when we have a special design," he says. "We also have been wrapping most of the Menards cars."

"Avery Dennison products work well and their team is committed to quality," adds Woodward. "To prepare for the 2012 season, we wrapped 37 cars, trucks and trailers and used more than 8,100 sq. ft. of printed Avery Dennison vinyl each week."

About Richard Childress Racing

Richard Childress Racing (www.rcrracing.com) has earned more than 200 victories and 14 championships, including six in the NASCAR Sprint Cup Series with the legendary Dale Earnhardt. RCR was the first organization to win championships in the Sprint Cup Series, Nationwide Series and Camping World Truck Series. Its current Sprint Cup Series lineup includes Paul Menard (No. 27 Menards Chevrolet), Kevin Harvick (No. 29 Budweiser/Rheem/Jimmy John's Chevrolet) and Jeff Burton (No. 31 Caterpillar/Wheaties Chevrolet). Its Nationwide Series program includes Elliott Sadler (No. 2 One Main Financial Chevrolet), 2011 Camping World Truck Series champion Austin Dillon (No. 3 Advocare/Bass Pro Shops Chevrolet) and Kevin Harvick/Brendan Gaughan/Paul Menard (No. 33 South Point Hotel & Casino/Menards/Hunt Brothers Pizza/Armour/Fast Fixin'/ Chevrolet). Tim George Jr. and Brendan Gaughan (No. 2 Potomac Family Dining Group/South Point Hotel & Casino Chevrolet), Joey Coulter (No. 22 RCR/Armour Chevrolet) and 2011 ARCA Racing Series champion Ty Dillon (No.3 Bass Pro Shops Chevrolet) compete in the Camping World Truck Series season.

Products used:

- MPI 1005 Supercast Easy Apply RS
- Custom Color Avery® Supreme Wrapping Film
- DOL 1360 gloss overlaminate

Products are used for cars, trailers, haulers and more.

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