



## Every Piece a Promotion

Bright, colorful fleet vehicles allow Steam Whistle representatives to make a strong impression wherever they go. The company wanted to extend the eye-catching graphics to its beer festival presence. Steam Whistle now travels with portable coolers wrapped in the same printed MPI 1005 and DOL 1360 film when attending public events around Canada. Eminent once again used the Avery Dennison film to keep promotional pieces on brand.

"MPI 1005 had such good print clarity and could be applied so quickly in our car wraps that it was the obvious choice for our other projects for the brand," said Dorey. "We have had a great transition to working with the new MPI 1105 and DOL 1360Z films for our latest projects as well."

Eminent also gave a ping pong table a branded wrap at a local bar that serves Steam Whistle Pilsner. This comprehensive work with external branding through vinyl landed the shop another brewery client, Creemore Springs in Creemore, Ontario. Steam Whistle highly recommended Eminent's fleet work, and soon after, Dorey and his crew performed a set of digital print wraps for the new client.

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**Mark Dorey, Eminent Custom Graphics**



### 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 Gloss Overlamine**

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

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

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