

# Beast Coast Custom: Making the Most of Opportunities

New York-based vinyl wrap  
and graphics business  
transforms vehicles with  
Avery Dennison films



Beast Coast Custom is one of the country's premier destinations for a wide range of vinyl wrapping services. With 16 employees operating out of a 20,000-square-foot facility in Rochester, New York, the company provides vehicle wrapping (including fleet graphics), color change, vehicle protection, interior and exterior wall graphics and signage, and other commercial printing services.



#### Everybody thought he was crazy

The Beast Coast Custom story actually started during the COVID-19 lockdown. At the time, Alex and a group of partners owned 16 vape smoke shops in New York state. He'd gotten into that business in 2016, though he also had some experience working for a graphics company earlier in his career. Although the lockdown didn't force closure, it certainly had a negative impact on the business. But rather than focus on his misfortune, Alex noticed something that many others hadn't. And he decided to pivot. "Everywhere you looked, there were banners and signs with things like "Now open" or "Keep six feet apart," says Alex. "I realized there was a huge demand for this type of signage. So even though it was a really scary time, I decided to change direction." Alex split the vape business with his partners. Then he sold most of his share of the shops to another vape shop owner and closed the others as their leases ended. Then he invested in some printing and production equipment. "Yeah, everybody thought I was crazy. But I did it." Alex says. "And I'm happy I did."

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Alex Vazquez, Beast Coast Custom





### Starting small leads to Beast Coast Custom

Alex started his signage business working out of his home. And as demand grew, so did the business. He soon met his business partner, Tyler Kreuzer, who at the time was starting a business providing packaging to businesses. Tyler's clients needed things like vehicle wraps, signage and wall murals. Since then, Beast Coast Custom has enjoyed extraordinary growth. And as its vehicle wrapping business has grown, the company has invested in state-of-the-art equipment. This includes two Epson® SureColor® S80600 solvent ink printers, Mimaki® UJF-7151 UV-LED and JFX200-EX flatbed printers, a Mimaki UCJV160-300 printer, two Graphtec plotter-cutters, two GFP Laminators, and a Colex Sharpcut CNC Router.

### Why use anything other than Avery Dennison?

"There are obviously tons of materials out in the industry, and I'm always on top of what's changing," says Alex. "And that's always led me to Avery Dennison, to be quite honest with you. I don't really foresee us going any other direction. When you hit print and everything just goes so smoothly, why would you use anything else?" For their vehicle wraps, Beast Coast Custom prefers Avery Dennison MPI 1105 Easy Apply™ RS Supercast Digital Wrapping Film. MPI 1105 is a high-performance film that provides a foundation for high-quality printing on the company's solvent printers (it also delivers outstanding performance with latex and UV platforms). The Easy Apply™ and Easy Apply™ RS technology delivers superior repositionability and "slideability" of graphics, allowing the Beast Coast Custom team to increase its productivity. And while the film is engineered for long-term durability, it removes cleanly, leaving no adhesive residue. The team often uses overlaminates for added durability. Its products of choice are the Avery Dennison DOL 1060Z Gloss and DOL 1080Z Matte Digital Overlaminates. Designed for use with MPI 1105, the DOL Z series are digital overlaminates with a variety of finishes offering abrasion resistance, conformability and color durability.

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Alex Vazquez, Beast Coast Custom



The **Beast Coast Custom** website includes project photos and information about the company's many capabilities for vehicle wraps, graphics, commercial printing and more.

Visit **Avery Dennison Graphic Solutions** to learn more about our vinyl film portfolios and training options, including the Certified Wrap Installer designation at [graphics.averydennison.com](https://graphics.averydennison.com)

Products used:

- Avery Dennison® MPI 1105 Supercast Digital Wrapping Film
- Avery Dennison® DOL 1060Z Gloss Digital Overlaminate
- Avery Dennison® DOL 1080Z Matte Digital Overlaminate
- Avery Dennison® Supreme Wrapping Film™

For color change applications, Beast Coast Custom leans on Avery Dennison Supreme Wrapping Film™. This easy-to-apply film is available in a portfolio of more than 120 colors and multiple finishes. It gives installers, and their customers, a broad palette for vehicle customization. "I can honestly say, knock on wood, that I have not had any issues with Avery Dennison materials since I've started. They're just so easy to use, which is obviously important when time is everything. We want our installers and our team to be able, from production to install, to confidently produce graphics and get things out immediately while staying within guidelines and gas-out times and things like that."

### Setting a higher bar

Alex obviously sets a high creative bar for Beast Coast Custom, pushing the team to do more and more. And that means using materials in ways that most other shops don't. "I'm a huge fan of combining materials," says Alex. "One of the things that we do to separate ourselves – when a customer gives us the freedom to do this – is to mix color change film with digital film. My go-to mix is satin or matte color change film with gloss overlays, or vice versa." Pushing forward creatively also means keeping on top of techniques and material technology. So, Alex has taken full advantage of Avery Dennison training offerings for vinyl wrapping. This includes his having earned the company's Certified Wrap Installer (CWI) designation. "Once you get the CWI, you just gain that confidence," says Alex. "And then you just want to keep jumping into using new and different materials." He continues: "I also took an advanced Avery Dennison training course in Atlanta. It was one of the best classes I've taken for learning about color change. Learning those techniques has just given me even more confidence."

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