Materials Group
Graphics Solutions

Case Study
North America

Avery Dennison and Wrapped by SB help Rust Belt Riders create a rolling billboard







"Having a new, branded, clean-looking, sparkling truck really helps us translate our branding."

Robert Kurtz, worker-owner, Rust Belt Riders

Food waste makes up a quarter of the material that enters our landfills, according to the U.S. Environmental Protection Agency. Since 2012, Rust Belt Riders has been working to reduce that amount by promoting food circularity in Greater Cleveland.

A worker-owned cooperative, Rust Belt Riders picks up food scrap from participating local restaurants, schools and other institutions, and residents. It then transports that scrap to composting facilities where nature performs its magic. The resulting compost is passed on to a sister company, Tilth Soil. Tilth processes it into a variety of organic planting materials for sale to local gardeners and farmers.

"Our mission is really rooted in environmentalism," says Robert Kurtz, worker-owner, Rust Belt Riders. "It's rooted in our soil systems, in protecting them and ensuring their fertility for generations to come. We believe in developing a circular economy in Cleveland, with Clevelanders and Cleveland food scraps, that produces soil for Cleveland residents."

From bicycles to box trucks

In the early days, the co-op used bicycle-hitched carts to ferry scraps around town — hence, Rust Belt Riders. Much has changed. Now, its 35 members operate a fleet of commercial vehicles, including two tipper trucks, two 16-foot box trucks, two commercial work vans and its flagship 26-foot box truck.

The 26-footer is especially important. A 10,000-pound hauling capacity means that, on a typical two-run day, it can bring in 10 tons of food scrap. And while the truck was initially put on the road with its stock, plain-white paint scheme, the team knew it had potential as a branding and marketing asset.

"People often wonder what we do," says Robert. "And the truck is so visible in our community. So, our marketing team put our heads together. We saw this 26-foot truck basically as a giant billboard. We've never had the opportunity to market ourselves with a billboard before."





Collaborating with Avery Dennison

Pieces started to fall into place when Robert met Avery Dennison's sustainability team through the Greater Cleveland Partnership, a regional economic development organization.

The Avery Dennison team recognized an alignment with Rust Belt Riders' mission. The company is a major employer (therefore, a major food-scrap producer) in northeast Ohio. And its 2030 Sustainability Goals include diverting 95% of its waste from landfills, with at least 80% recycled and the remainder reused, composted or sent to energy recovery. Avery Dennison is also a leading provider of vinyl wrapping materials for commercial fleets.

So, Avery Dennison signed up for Rust Belt Riders' services at its facilities, becoming a customer. It also agreed to provide the vinyl materials needed to wrap the 26-foot box truck, becoming a benefactor.

Working with a local installer: Wrapped by SB

Early one morning, Rust Belt Riders dropped off the truck at Wrapped By SB in nearby Macedonia, Ohio.

A northeast Ohio native, owner Scotty Bollinger started Wrapped by SB in 2013 as a dedicated vehicle wrapping business for commercial fleets and individuals. The company today offers fleet branding, custom graphics, paint protection, ceramic coatings and show-car finishing work.

"Rust Belt Riders reached out to me about wrapping their box truck," says Scotty, who is also an Avery Dennison Certified Wrap Installer (CWI) . "They had the design already prepared, and they were looking for someone local to install it. And then Avery Dennison got involved with donating the material for the project."

A chance to use a brand-new film

That material included MPI 1903 Cast Wrapping Film. Introduced as a professional-grade digitally printable film, MPI 1903 offered excellent conformability and long-term durability at an accessible price point. The film balanced affordability and performance for the job, which is ideal for a range of applications including fleet vehicles.

MPI 1903 is also manufactured with the same Easy Apply™ RS technology as many other Avery Dennison vinyl films. This helps installers such as Scotty save time and effort during installation.

"With a 26-foot box truck, you're dealing with large panels and long runs, so having a film that handles predictably makes a big difference during installation," says Scotty. "The MPI 1903 has great dimensional stability, and that made all of our panel registration and all of our alignments a lot easier and more streamlined. Honestly, it helped us save a lot of time during the installation."

The addition of Avery Dennison® DOL 1360Z will help ensure Rust Belt Riders' original design graphics retain their visual appeal after printing and installation. This optically clear, high-gloss digital overlaminate is a popular choice for fleet graphics.

People know we're coming now!

Scotty finished the installation over the course of a weekend, helping Rust Belt Riders get the truck back on the road with little downtime. And thanks to a team effort — Rust Belt Riders, Wrapped By SB and Avery Dennison — the truck is doing even more to promote circularity in Greater Cleveland.

"We're proud to support Rust Belt Riders," says Lisa Kavulis, product manager — specialty, Materials Group, Avery Dennison North America. "Getting to know Robert and his amazing team has been a great experience. And thanks largely to their help with our composting, we even achieved our bronze seedling (recognizing sustainability efforts) this year with the Greater Cleveland Partnership."

"Having a new, branded, clean-looking, sparkling truck really helps us translate our branding," says Robert. "And that's important because we sell ourselves on having a very clean, timely and community-benefiting service. People know we're coming now!"

Learn more about Rust Belt Riders and its mission to reduce food scraps and promote circularity in Greater Cleveland at **rustbeltriders.com**.

Visit Wrapped By SB, an Avery Dennison Certified Wrap Installer located in northeast Ohio, at **wrappedbysb.com**.

Check out Avery Dennison Graphics Solutions at **graphics.averydennison.com/fleet** for information on its portfolio of premium digital vinyl films for vehicle and fleet wrapping.



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