

VisionIt Media Uses Avery Dennison® To Stay In Tune With Customer Needs

Vehicle wrapping, like musical improvisation, requires a special set of talents. Skilled practitioners must have the ability to perceive what's going on around them, respond to changing dynamics, and ultimately create something greater than the sum of its parts.

VisionIt Media's founder, Brian Kramer, would know. He started out professionally as a jazz musician and music teacher in the late 1980s. When one of his students introduced Brian to vehicle pinstriping, however, Brian changed paths.

His moment of inspiration led Brian to start a pinstriping business called Southwest Commercial Graphics. By 1999, that business had evolved into VisionIt Media, and a broader goal of providing graphic solutions for other small businesses.





A medley of services for small businesses and fleets

A family affair, VisionIt Media is today led by Brian and his wife Laurie, daughter Sara and son Kevin. Each workday, the Kramers and their ten employees conduct business out of a building on Brian and Laurie's property.

"We focus primarily on being a small business for other small businesses," said Sara. "That might include decals, wraps, car magnets, stickers, banners, business cards, apparel, and more."

She continued: "But we also have a part of our business devoted to fleets like city buses. In fact, we do a lot of this work. We've wrapped all of the city of Phoenix Dial-A-Ride buses over the past 10 or 15 years.

We've wrapped buses for the cities of Flagstaff, Cottonwood, and Tucson, as well as fleet vehicles used by Caterpillar in their local plant."

Materials with the "chops" to withstand Arizona's climate

Wrapping fleet vehicles in Arizona can be tricky. While most people instantly think of heat and sunshine (which is certainly a climate feature of the state's southern regions), Arizona's climate zones also incorporate mid- and high-altitude deserts and cool plateaus.

For fleet wrapping across challenging conditions, VisionIt Media relies on Avery Dennison® MPI 1105 Wrapping Film printed on their two HP Latex 800 series printers.

MPI 1105 is a premium high-gloss cast film with superior 3D conformability, printability and durability. It's ideal for complex surfaces with curves and recesses. The product features Avery Dennison Easy Apply™ RS technology to facilitate application speed.

To give their work additional staying power, VisionIt Media uses Avery Dennison DOL 6460 gloss overlamine. This high-performance product is engineered for durability in both vertical and horizontal applications.

This choice of overlamine is deliberate. As a PVC-free material, DOL 6460 avoids the chemical reactions and yellowing that can occur with cheaper alternatives when exposed to harsh sunlight and heat.

“MPI 1105 and DOL 6460 are our ‘plug and play’ wrapping materials,” said Sara. “And I’m upfront with clients because I know many of our competitors use lower-quality films and laminates that cost less. I explain that we don’t really mess with anything else because we know what works. We’ve seen Avery Dennison wraps and PVC-free overlaminates last up to six years, depending on how well they’re taken care of. Once I explain that, the client is usually okay with it!”

And while their wraps are made to last, the VisionIt Media team also values MPI 1105 for its easy and clean removability. This is especially important for fleets, where heavily used vehicles are known to visit the body shop from time to time.

“We’ve occasionally had situations where a vehicle was damaged and the body shop decided to replace a whole side,” said Sara. “So we have to take off the entire wrap. And the Avery Dennison material is definitely easier to remove. I’ve also noticed that there isn’t much ghosting.”

Adding memorable accents with reflective film

VisionIt Media also does work for municipal law enforcement and first responder fleets. These jobs often involve the use of reflective films for spot graphics, such as Avery Dennison V-4000 beaded reflective film. The team recently had the opportunity to wrap Mesa’s new fleet of F150 Lightning electric pickup trucks for its park rangers.

“We used a combination of MPI 1105 partial wrap with reflective-print cut spot graphics on top, using V-4000,” said Sara. “So, the park ranger lettering is reflective, the shield is reflective, and we put that over some of these cool accent stripes printed on MPI 1105 to create a unique partial wrap.”

All of the Mesa park ranger truck graphics have added protection from the DOL 6460 overlamine.

Spot graphics offer an impressive range

For the city of Phoenix Dial-A-Ride bus service, VisionIt Media provides more than two dozen vinyl-cut spot graphics that are placed on top of painted artwork. As a big city’s fleet is typically subject to a bit more wear and tear than a smaller city’s fleet, the client appreciates the flexibility of this approach.

Meanwhile, buses for a shuttle service connecting the towns of Cottonwood and Sedona feature both a full wrap (MPI 1105 and DOL 1060) and cut graphics.

For cut vinyl graphics like these, the team typically relies on the Avery Dennison SC950 Supercast Cut Vinyl, which includes over 100 high gloss and metallic films. They often opt to protect these graphics using Avery Dennison Supreme Defense™ Gloss Paint Protection Film. Actually designed for automotive paint protection, VisionIt Media has found that it’s an ideal solution for protecting cut graphics.

“The cut graphics are a tried-and-true method with great durability,” said Sara. “And if a bus gets damaged and sent to the body shop, we send them whatever decals they need and know that they can totally handle the install.”

Harmonize customer needs with creative solutions

The VisionIt Media team harmonizes customer needs with creative solutions and Avery Dennison materials. Visit the company online at visionitmedia.com, or keep an eye out for its work if you're in Arizona.

The Avery Dennison Graphics Solutions Portfolio includes a broad range of vinyl fleet graphics materials. These solutions not only deliver vibrant color consistency but are engineered to be easy to install and remove. They provide the quality that today's fleet customers expect while saving the installer time and effort.

Ready to grow your vehicle wrapping and fleet business with Avery Dennison?
Visit graphics.averydennison.com/fleet.



09/2024

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