

Brand Graphic Solutions Amplifies Client Visibility Using the Avery Dennison® Fleet Graphics Portfolio

Brand Graphic Solutions (BGS) is a family business, founded by brothers Mark, Brian, and Edward Vnuk in 1996. Based in Plymouth, Pennsylvania, the company handles a wide range of commercial printing needs for its clients. “We’re a full-service print solutions company,” says BGS Partner and Vice President of Sales, Mark Vnuk. “We specialize in architectural graphics, fleet graphics, vehicle wraps, OEM decals, intermodal decals, trade show displays, signage, banners, point of purchase materials, and more.”

Working with a major Pennsylvania commercial real estate developer

Since 2012, BGS’ book of clients has included Mericle Commercial Real Estate Services. Mericle has developed more than 100 industrial, office, and flex buildings across 15 northeastern Pennsylvania business parks.

BGS has provided Mericle with graphic wrapping and numbering of its fleet vehicles, as well as corporate office branding, architectural graphics, and signage for Mericle’s tenants. They’ve even helped with some of Mericle’s philanthropic projects. It’s a relationship that started small, and has grown over the years. “We’re exclusive with them now,” Mark says. “We’ve built a good relationship and work well together.”

“We enjoy working with BGS,” Mericle Vice President, Marketing Jim Cummings says. “They do quality work, are fast and flexible, and offer fair pricing.”



Helping Mericle increase visibility across its properties

Mericle employs a fleet of service vehicles to help maintain its vast footprint of properties. The vehicles are radio dispatched and on call 24 hours a day, seven days a week. The company called on BGS to wrap and/or apply decals to their fleet, helping increase Mericle's visibility and presence.

“Our wrapped construction and property management vehicles are always on the road,” Jim says. “They have no doubt been seen by hundreds of thousands of drivers over the years. This gives our brand tremendous exposure throughout the region and beyond, helping bolster our status as northeastern Pennsylvania's first choice for commercial real estate. In addition, when a wrapped property management van arrives at one of our buildings, our tenants know right away that it's us. They appreciate having that extra sense of security.”

The artwork on the vans is indeed hard to miss. It features a dynamic graphic of the interior of one of Mericle's ready-for-client buildings. The photo offers perspective, giving a sense of the size of the building. One would be forgiven for trying to step into it.

An integral part of a company's branding and marketing strategy

There's good evidence that the right graphics really can make a difference. “According to a survey by the American Trucking Association, 97 percent of people said they notice advertising on fleet vehicles,” Avery Dennison Marketing Director Abby Monnot says. “And 98 percent felt those ads portrayed a positive image of the advertiser. With these numbers, it only makes sense for companies to consider trucks, vans, and cars as an integral part of their branding and marketing strategy to drive awareness and sales.”

MPI 1105: a go-to solution

To achieve the level of quality needed for Mericle's brand, BGS chose Avery Dennison® MPI 1105 Opaque Series Film for the fleet vehicle wraps. This high performance, digital cast film, with an added DOL 1360 and DOL 1060 overlaminate, provides superior 3D

conformability and outstanding printability. Mark also cites ease of application and durability as reasons MPI 1105 is a go-to product for fleet wrapping and other outdoor applications.

Mark can list several other Avery Dennison graphic products that he relies on for projects big and small: MPI 2921 and MPI 2923 with DOL 2080 overlamine, SC 900 ETCHMARK, and SC 950 Supercast cut vinyl. Mark says that he frequently looks to the Avery Dennison Graphics Solutions website for product information.

A relationship that goes beyond products and pricing

As he reflects on his company's growth, Mark says that there's more to his relationship with Avery Dennison than just the products. He points out that his local Avery Dennison representatives help him build his business. “Yes, the products are phenomenal, the pricing is great, and they're always on top of the rare warranty issue. But as someone who owns a company with his brothers, I understand loyalty. And Avery Dennison is loyal. They've been with us through thick and thin.”

Showcase your brand and choose Avery Dennison Graphics Solutions for your next fleet project.

To learn more about the Avery Dennison Fleet Graphics Portfolio, including MPI 1105 Opaque Series Film, visit graphics.averydennison.com/fleet or contact our Customer Service team at 800.282.2379.



graphics.averydennison.com

05/2020



For information on warranty terms, exclusions and certain limitations that apply please see our website: graphics.averydennison.com. All statements, technical information and recommendations about Avery Dennison products are based upon tests and information believed to be reliable but do not constitute a guarantee or warranty of any kind. All Avery Dennison products are sold with the understanding that the Purchaser has independently determined the suitability of such products for its intended and other purposes.

©2020 Avery Dennison Corporation. All rights reserved. Avery Dennison® is a registered trademark of Avery Dennison Corporation. Avery Dennison brands, product names, antenna designs and codes or service programs are trademarks of Avery Dennison Corporation.