



Using Wraps to Create a Winning Look

Race car drivers are often remembered by their vehicles. Their fans know the sponsors and unique color schemes that stand alongside their numbers. This makes for a major advertising opportunity, where brands are almost an inseparable part of the drivers they sponsor.

The same can be said about the trailers designed to carry these highly engineered cars across the country.

They pull into a new town each race day, announcing the arrival of a driver with graphics made to match the competing car itself. An eye-catching, professional design can signify a legitimate contender, and many racing teams are opting to make their statement using vinyl wraps instead of paint. A recent example of this exciting trend comes out of North Carolina, where Vaughn Gittin Jr. of RTR Motorsports and many other high-profile drivers call home.

Racing to Complete the Wrap

Ken Mahlschnee of Bullitt Auto Detail in Clayton, North Carolina is a big fan of Ford Mustangs. He has detailed many of these cars over the years, and they are some of his favorite to wrap. As a regular attendee of an annual Mustang event, he started to get noticed for his vinyl work. He has wrapped the cars in different colors of Supreme Wrapping Film, including the ColorFlow series of shade shifting films, but a fellow long-time attendee needed his installation expertise in regards to a large digitally printed project.

Vaughn Gittin Jr. races RTR Mustangs in Formula Drift, a competition across America where drivers challenge each other in short races with deft turning. His trailer was going to leave for California on a Friday to continue the Formula Drift series, but he needed it wrapped that Thursday. A 53-foot trailer that is 12 and a half feet tall is a difficult task, especially in a short timeframe.

Mahlschnee accepted the challenge, but the first run of film did not make the grade. Panels cut from a different brand of vinyl film were waiting for him when he arrived at the team's warehouse in Charlotte, and they were not able to handle the recesses created by the rivets, latches and windows. As time pushed later into the night, it became clear that Mahlschnee would need new material and a flight to California to catch the race team before their scheduled event.

“

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Ken Mahlschnee,
Bullitt Auto Detail



Great People and Product to the Rescue

Mahlschnee called his friends at Underground Wraps in Tonawanda, New York to get Avery Dennison MPI 1105 printed and sent to the trailer's destination. Though his workshop that Friday was less than ideal, being a level below practicing racers in a parking garage, he got the job done with impressive results.

“This was the most intricate design I have ever laid down,” said Mahlschnee. “With the conformability of MPI 1105, there were no patches, and we were able to easily navigate the rivets.”

His top-notch execution for RTR Motorsports with Avery Dennison digital film and its corresponding clear overlaminate, DOL 6460, has attracted attention from the press and wrap installer community. Mahlschnee received the honor of second place in the Digital Output Application of the Year contest, along with plenty of praise on social media.

Products used:

- Avery Dennison® MPI 1105
- Avery Dennison® DOL 6460 Clear Overlaminate

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use

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