

# 2CT Media Taps Into the Avery Dennison Graphics Portfolio to Align Yellowstone Landscape Fleet Branding

Based in Mesa, Arizona, 2CT Media was started in 2009 by Christopher DeRamos Sr., and his sons, Christian and Tyler. The “2CT” actually means “Two Chris’ and a Tyler.” Although Christopher Sr. unfortunately passed away in 2015, the sons continue to make the family proud.

The company now has nine full-time employees, plus a network of independent contractors and installers around the country. Its primary focus is developing high quality solutions to help clients maximize their brand impact through experience center décor, fleet branding, customized compliance signage, and more.

2CT Media also prides itself on fleet branding with minimal disruption to the client’s operations. This requires working to understand and align with the client’s fleet and employee scheduling to deploy branding in a way that maximizes uptime.





“This is a source of pride for our team,” says Christian. “Yellowstone has trusted us to become their primary source for all of their fleet graphics. We now aid in all of their fleet conversions and all of their new vehicle purchases. We continuously work with them to streamline their brand image, standardizing their vehicle prints to limit iterations.”

## Growth with Yellowstone Landscape

Since May 2019, 2CT Media has worked with Yellowstone Landscape. Headquartered in Bunnell, Florida, and with 42 branches in 10 states, the company is one of the country’s fastest growing commercial landscaping firms. Its client properties span businesses, homeowner associations, and municipalities. The Yellowstone fleet of 3,200 vehicles includes small cars, pickup trucks, utility vans, box trucks, large tree trucks, water trucks, dump trucks, arbor trucks, and cranes.

“Our growth has been a mixture of organic and acquisition,” says Joseph Barnes, Marketing Director, Yellowstone Landscape. “We usually partner with a company and have them operate under their legacy brand for five to ten years. Then when it makes sense, we incorporate them into the Yellowstone brand. That’s when we rely on 2CT Media to convert fleet assets of the acquired company to match our brand standards.”

To date, 2CT Media has handled branding for more than 600 of Yellowstone’s vehicles.

## Leveraging a broad portfolio to find a solution

Christian refers to the Avery Dennison® MPI 1105 Easy Apply™ RS digital cast film with the DOL 1060Z overlaminates as 2CT Media’s “go-to product” for most fleet branding applications. He cites the product’s consistency, print quality, and durability as the reasons why.

The Yellowstone Landscape fleet provides some unique challenges, however. With its frequent acquisitions (Yellowstone acquired three companies in 2020 alone), the need to brand out-of-the-norm vehicles — such as those with an unusual base color — is common. Yellowstone’s vehicles also have an average turn rate of just three to four years, and have a primary need for flat surface wrapping.

2CT Media and Yellowstone also worked to find a high quality fleet wrapping product when a more economical price point was needed. The answer was Avery Dennison MPI 2105 Easy Apply™ RS film paired with the DOL 1060Z overlaminates. This combination provides five-year

outdoor durability on vertical application substrates, while helping Yellowstone manage the economics of such a large fleet. It’s also easy to install, ensuring any disruption to Yellowstone’s business is minimized. The choice underscores the breadth of the Avery Dennison Graphics Solutions portfolio.

“Durability is important to us,” says Joseph. “Being in 10 states, we have vehicles exposed to a variety of environments — from harsh sun in Arizona and New Mexico, to cold and rain in North Carolina or Illinois. But the graphics that 2CT have done for us continue to be brilliant. Months and years after application, they look as good as the day they were new.”

## 110% trust in Avery Dennison

2CT Media has been an Avery Dennison customer since 2016, and even promotes the company’s products on its website. Christian states that he has “110% trust” in Avery Dennison graphics solutions.

“These materials have always performed for us and are a solution for many of our clients already,” says Christian. “So when it was determined to fit the needs of Yellowstone, we were happy to use them. The advantage we see across the board with Avery Dennison products is superior printability, easier installation, and significantly better support than the competition.”

To learn more about ways you can leverage the Avery Dennison Graphics Solutions Fleet Graphics Portfolio to meet clients’ unique needs and grow your business, contact your Avery Dennison representative, or visit [graphics.averydennison.com/fleet](https://graphics.averydennison.com/fleet).