

Trucking For A Cure: JJ Trucking's Mission to Support Pancreatic Cancer Awareness

Located in Sheboygan, Wisconsin, JJ Trucking is a family owned and operated freight shipping company specializing in the transport of refrigerated cargo – with a significant part of their business transporting cheese from Wisconsin's major manufacturers to retail locations and cheese warehouses throughout the midwest, eastern and southern regions of the United States. When owner Brian Lauersdorf was diagnosed with pancreatic cancer, Brian's daughter, Kimberly, and his wife, Marilynne, selected one semitrailer within their fleet of 25 and turned to Art City Wraps in Oshkosh, Wisconsin for the design, production and installation of a mission-driven, mobile billboard to further pancreatic cancer awareness through touring events associated with the Pancreatic Cancer Action Network (PanCAN).



Art City Wraps designer and owner Carla Marquardt worked with Kimberly, Marilyne and the PanCAN organization to design a stunning "Trucking for a Cure" visual and educational message driving home what viewers of the trailer need to know about the risks and symptoms of pancreatic cancer. Art City Wraps owner and installer Joshua Marquardt printed the large graphic on Avery Dennison MPI 1105 Easy Apply™ wrapping film. To add a finishing gloss to the printed film and protect the color pop of the design, Art City Wraps paired MPI 1105 with DOL 1360Z digital overlaminate.

"MPI 1105 is workable in so many situations and corrugations of a trailer," said Joshua Marquardt. "It's a film that knows how to react to these riveted surfaces. We chose the DOL gloss film because the shiny effect adds so much depth to color and makes it easy to clean." The installation was completed by Art City Wraps in three days.

Marilyne and Brian's son James Lauersdorf, along with Kimberly at their side, surprised Brian with the finished truck just in time for him to drive it for the first time in the nearby Plymouth Christmas parade. The family and Plymouth community were moved by the generosity, support and commitment to the cause.

Brian Lauersdorf lost his battle with cancer earlier this year. The Lauersdorf family honors Brian's memory with the "Trucking for a Cure" semitrailer which continues to make its rounds with PanCAN touring events.

To understand more and know the signs of pancreatic cancer visit pancan.org.

To learn more about how you can utilize MPI 1105 wrapping film and the full line of Avery Dennison digital overlaminate films for your fleet, visit graphics.averydennison.com/fleet.

