

Cassel Uses Avery Dennison® MPI 1105 Wrapping Film to Help BloomBox Grow

In gardening, as in business, timing may not be everything. But it can certainly count for a lot. For BloomBox — a service offering home delivery of high quality plants and gardening supplies — the challenging year of 2020 offered a silver lining.

The company was founded in Lancaster, Pa. in 2016. It started small, selling at local markets and making limited, local deliveries. Fast forward four years, and the circumstances of the pandemic helped BloomBox sprout into a full service, online garden center.

“We were able to stay open in the spring of 2020, when a lot of traditional nurseries had to close,” says John Courian, marketing manager, BloomBox. “And as we provide a service that’s online and contactless for people who were at home and wanting to work in their yards, we really grew. Our sales were up over 600% from 2019 to 2020.”

Nurturing the brand

Like a careful gardener with a prized crop, BloomBox set about nurturing its brand to ensure the company’s growth would be sustainable. In 2020, the team engaged the Infantrree design firm, also based in Lancaster, to help it refine its identity. That work included a website redesign, along with development of a branded look for the company’s growing fleet of delivery vans.

“The visual side is everything in our marketing strategy,” says John. “It’s our strongest, first impression we give to current and potential customers. Our vans are roaming billboards, and a physical presence in the community. That’s why they’re so important. They’re a marketing piece.”

With the brand identity created, BloomBox and Infantrree turned over final design and installation of the vans’ vinyl wraps to the Cassel team in nearby Manheim, Pa.

The concept germinates

A third-generation, family-owned company founded in 1945, Cassel specializes in the design, printing, and installation of graphics and decals for commercial vehicles. The company has flourished serving eastern Pennsylvania and beyond, especially as more of their customers have chosen vinyl to help brand their vehicles.



“We find the Avery Dennison material to be more flexible, adjustable, and longer lasting.”

—John Courian, Marketing Manager, BloomBox



“Companies want a fresher look, more space, fewer words, new logos. And we do all of that,” says Andrew Mobarak, director of business development, Cassel. “We do the design as well. Our specialty is positioning a brand on a commercial vehicle, regardless of what kind of vehicle it is.”

For the BloomBox project, the Cassel team faced two challenges. First, was to take a vehicle artwork mockup created by Infantree, and develop it into an attention-grabbing vinyl wrap that would be durable for many years of service. The wrap would not only cover the sides of the vans, but the tops as well (BloomBox wanted the branding to be visible from hi-rise buildings). Second, was to perform the installations in a way that would minimize vehicle downtime and disruption to the client’s accelerating delivery schedule.

Picking Avery Dennison Graphics Solutions

The Cassel team chose the Avery Dennison® MPI 1105 Series vinyl wrapping film, with the DOL 1360Z Gloss overlaminate.

MPI 1105 is a premium high-gloss cast film with superior 3D conformability, stunning printability, and maximum durability. It’s ideal for complex surfaces with curves and recesses. With a lower initial tack, MPI 1105 uses



Easy Apply™ RS technology to ensure fast application speed and ease of use, helping installers get more done, faster, and with less effort.

“It’s the workability,” says Andrew, about MPI 1105. “We find the Avery Dennison material to be more flexible, adjustable, and longer lasting. It’s also easy to remove at the end of its service life. All this means we have greater capacity, we can work faster and more efficiently. With a client like BloomBox, who needs to keep their vehicles on the road, that’s huge.”



Hardy for all seasons

Use of Avery Dennison materials, including the DOL 1360Z overlamine, also gives the Cassel team the confidence they need to stand behind the durability of their work.

Says Andrew, “We want to be able to tell our clients that their graphics are going to last. The overlamine helps to protect the vinyl, along with keeping the color. We use an overlamine on all of the wraps that we do.”

A bountiful harvest

As of spring 2021, BloomBox is truly blossoming. Green thumbs in parts of five states and the District of Columbia can now order online at getblooming.com, and look for the company’s freshly wrapped trucks bringing their plants and supplies to their doorsteps. BloomBox also opened a second location, in Baltimore, Md., to help keep up with its growth.

And aside from being a critical marketing tool, BloomBox’s wrapped vans serve another purpose. They’ve helped to rally the company’s employees around the brand.



Commenting on the moment the first wrapped van arrived at BloomBox, John says, “Oh, I wish I had a video of that. All of our staff involved in picking and packing orders ran out to see it. They were so excited, because I think it just brought the brand to life. That might sound kind of corny, but it’s true.”

Plant a seed

To find out more about the MPI 1105 Series wrapping film and digital overlaminates, contact your Avery Dennison Graphics Solutions representative, or visit graphics.averydennison.com/branding.

Your representative is also happy to discuss ways to grow your commercial and fleet wrapping business with our portfolio of high performance products.

[Meet the Cassel team](#), providing fleet graphics, vehicle wraps and design services, based in Manheim, Pa.

Learn more about how [BloomBox](#) is serving green thumbs with contactless delivery.

View work by the design team at [Infantree](#), a full service design firm in Lancaster, Pa.



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06/2021

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