

Avery Dennison® Helps HDFive Drive to the Lead in Motorsports Wraps

It probably didn't surprise anyone in Grand Rapids, Michigan, when Tim Horvath II started Horvath Design in 2007 that it was focused on motorsports. After all, racing was in his family's blood.

"My dad raced at the short track level, distances shorter than one mile. His dream was to race at Daytona and hear "Gentlemen, start your engines!" In 1999, he made it to the ARCA (Automobile Racing Club of America) series and raced at Daytona. Twenty years later to the very day, I placed my company's decal on the side of a car I wrapped. That car also raced around the high banks of Daytona."

Tim Horvath's II dream for his design/graphics business, was to design wraps for the motorsports field and work his way to the top. He has accomplished that. Horvath's company, now rebranded as HDFive, is widely regarded as setting the standard in motorsports vehicle wraps. Horvath works exclusively with Avery Dennison® films. That wasn't always the case.





Tim Horvath II (pictured left) joins professional driver Stephen Nasse for Anthony Campi Racing (pictured right) for the Best Appearing Car award presentation at the 2023 Snowball Derby in Pensacola, FL

“Many people in the graphic film industry who are in the motorsports business have been caught up thinking cheaper film is better, and to skip the overlaminates because you’ve got to keep the price down for the driver.”

That was driven home years ago when Horvath was racing a car with graphics installed by someone else. Another driver’s car tire rubbed his car in one of the races. A friend grabbed some brake cleaner to wipe off the marks before the next race but when he started wiping, the ink started coming off. Horvath has a photo of the friend trying to repair the damage with a Sharpie.

A Great Relationship

“The first time I met with Avery Dennison, I told Regional Sales Manager Dane Carignan about my plans and asked if he could work with me on price for a short track project. He said, ‘I like where you’re headed, but we can’t help you right now.’

“Two years later, a big NASCAR Truck Series opportunity came along and I knew I needed a higher quality film for that project,” Horvath says.

“Dane said, ‘Two years ago, you told me all the things you were planning to do, and you’ve done every single one. We’re going to help you make this happen.’

That was the beginning of a great relationship.

“Tim has an amazing talent,” Carignan says. “In my years as a manufacturing rep and with all the designs I’ve seen in the industry, his designs are at the top. He’s really set HDFive apart from the competition.”

Understanding the Applications

Carignan worked with Horvath through multiple intake meetings to understand the various applications and substrates on short track vehicles, and how they would require different solutions.

“We were able to not only improve his team’s efficiency with Avery Dennison MPI 1105 as his go-to film, but also incorporate MPI 2105 where appropriate, to benefit the budget,” Carignan says.

“Then MPI 2903 was the solution for applications that required adhesive with more bite,” Carignan says. “The versatility and vibrancy of the MPI 1105 enables him to avoid carrying multiple SKUs of other films.”

Horvath concurs. “I tell every race car wrap installer out there, you’ve got to quit using these cheap films. There are better ways to keep costs down. I tell them I use just three materials: MPI 1105, MPI 2105 and MPI 2903. We figure we’re 10-15% faster with Avery Dennison films.”

He cites the superior conformability, printing quality, durability and ease of repositioning of Avery Dennison films.

“I put MPI 1105 on every full wrap vehicle — NASCAR Truck, Xfinity, Arca and everything in between. I use MPI 2903 when it’s a late model dirt car that has flat sides and no curves. I use MPI 2105 on all my super late model cars that have simple curves.” Horvath doesn’t allow any material out of his shop without lamination.

“We use Avery Dennison DOL 1360Z and DOL 1060Z. The 1060Z is really easy to use. The 1360Z has more of a gloss finish. We use that when installing chrome or neon overlays and want to get that gloss or that optically clear look” he says.

“When I talk to other shops about Avery Dennison, I put it into racing terms. I tell them Avery Dennison is the guy who finished first and went right back to his car and started working because he doesn’t want to get caught. And that’s how you win the vehicle graphics race.”

Interested in learning more about vehicle graphics work at HDFive? Visit <https://hdfive.com>. For more information about Avery Dennison vehicle and fleet wrapping films to grow your business, visit graphics.averydennison.com.



06/2024

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.



©2024 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.