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PRESS RELEASE

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MetroWrapz Wins the Avery Dennison “King of the Wrap World” Crown for the Second Year

- *Creature from the Wrap Lagoon is the global winning design.*

LAS VEGAS, Nev., – Nov. 5, 2019 – Avery Dennison Graphics Solutions (NYSE: AVY) announced today that MetroWrapz of Hollywood, Florida, has earned the “[King of the Wrap World](#)” title for the second consecutive year. The company, chosen from 155 global entries, pushed creativity to the limits with its “Creature from the Wrap Lagoon” wrap, transforming a 2017 Acura NSX.

The “King of the Wrap World” award was presented at the Avery Dennison booth during the 2019 SEMA Show in Las Vegas, Nevada, and marks the end of Avery Dennison’s global 2019 Wrap Like A King challenge.

“[MetroWrapz](#), once again, has earned the Global Wrap King title, against a more competitive field than ever before. It was inspiring to see their team push boundaries and take the art of wrapping to a new level,” said Abby Monnot, senior global segment manager, Avery Dennison Graphics Solutions, North America. “We are thrilled to see so many skilled installers from around the world use our materials every day to bring creativity to life.”

According to the MetroWrapz team, the inspiration for the wrap came from the 1954 film “Creature from the Black Lagoon” and required full use of the team’s skills to set new standards for speed of application and quality of finish. The team used Avery Dennison Conform Chrome Silver Film with DOL 1370 Luster laminate to create a chilling, realistic shiny silky skin, enhanced by amphibian hues of yellow and green.

Supreme Wrapping Film™ ColorFlow™ Series in Gloss Fresh Spring added a finishing touch to the wheels, and rippling swamp water was placed along the rocker panels, putting the startling new creature into its natural habitat. MetroWrapz added accents of red reflective and a custom-cut acrylic dorsal fin on the roof.



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New for 2019 was a [“People’s Choice Award”](#), which went to Wrapcar Grey Matt by Genus Cars, gaining the most votes out of a total of 30,000. The team wrapped a Mercedes-Benz using Avery Dennison Supreme Wrapping Film™ in Matte Grey.

Other continental finalists were WrapStyle s.r.o. (Europe); Shanghai DC Town Auto Service Co., Ltd. (North Asia); Winguard Paint Protection Specialists (Australia/New Zealand) and Sharpline Signs and Graphics (South Africa). All entries were judged based on the difference between the before-and-after pictures, installation skill and quality, overall look and appeal, and uniqueness.

The prize package for MetroWrapz includes a personalized Wrap Like a King trophy, \$1,000 in gift vouchers, a variety of promotional and marketing tools, and exposure via the Avery Dennison website and social media. The entire “King of the Wrap World” extended prize package is valued close to \$5,000.

Wrap installers can see all of the 2019 entries and learn more about Supreme Wrapping Film, digital SuperCast films, official rules, judges and prize information at wraplikeaking.com.

Continental winners:

- North America: The [Creature from the Wrap Lagoon](#) project, completed by MetroWrapz.
- Europe: The [BMW M135i /// Artist](#) project, completed by WrapStyle s.r.o.
- North Asia: The [Wrap Like a King 2019 – SLS AMG](#) project, completed by Shanghai DC Town Auto Service Co., Ltd.
- Australia/New Zealand: The [2014 Porsche 911 Turbo S TECHART GTstreet R](#) project, completed by Winguard Paint Protection Specialists.
- South Africa: The [Eric the Viking – Sharpline drift car wrap](#) project, completed by Sharpline Signs and Graphics.

Regional winners:

- North America East: The [Nebula Graffiti GR](#) project, designed by CORSA Auto Design and wrapped by Empire Vinyl Co.
- North America South: The [Creature from the Wrap Lagoon](#) project, completed by the MetroWrapz team.
- North America Central: The [Deathstroke McLaren 650s](#) project, designed by Eric Gosselin of ECD and completed by PG Nola™.
- North America Midwest: The [P57](#) project, completed by IVS Wraps. The project was a one-off design, printed and installed in-house.
- North America West: The [Willys – Chrome Punisher](#) project, completed by Incognito Wraps.
- Canada: The [Spiderghini](#) project, completed by Sapphire Creative.
- Europe North: The [Printed Chrome Caracachews Wrap](#) project, completed by Venom Wraps.
- Europe South: The [Lamborghini Aventador](#) project, completed by M-Wrapping.



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- Europe Eastern, MENA: The [BMW M135i /// Artist](#) project, completed by WrapStyle s.r.o.
- Europe Central: The [Parrot in Flowers](#) project, completed by SIGNAL Design GmbH.

The international [panel of judges](#) reviewed every submission using their wealth of experience and knowledge to thoughtfully select the most impressive projects. The judges evaluated each project by the following criteria: visual transformation (difference between the before-and-after photos submitted), quality of workmanship and skill level of installation, overall public appeal and uniqueness of the design.

The 2019 panel of judges included: Justin Pate of The Wrap Institute; Myles Kovacs of *DUB Magazine*; Yianni Charalambous of Yiannimize; Eddy Speelman of Speelman Graphic Applications; Molly Waters of Avery Dennison Graphics Solutions; Peter Wright of Avery Dennison Graphics Solutions; Sarel Krüger of Avery Dennison Graphics Solutions; Frank Marquart of Avery Dennison Graphics Solutions; and Jun Kinoshita of Avery Dennison Graphics Solutions.

For more information on Avery Dennison [vinyl for car graphics](#) and where to buy Supreme Wrapping Film, visit graphics.averydennison.com. Join the conversation on Avery Dennison Graphics Solutions' social channels, including [Facebook](#) and [Instagram](#), and by following the hashtag **#WLAK2019** and **#SEMA2019**.

****Download multimedia files [here](#).**

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About Avery Dennison

Avery Dennison Corporation (NYSE:AVY) is a global materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company's products are used in nearly every major industry, including pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical and retail applications; tags, labels and embellishments for apparel; and radio-frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, the company employs approximately 30,000 employees in more than 50 countries. Reported sales in 2018 were \$7.2 billion. Learn more at www.averydennison.com.