

# SGIA Imaging In Action

## Making a Stellar Product Irresistible

Vehicle graphics are one of the hottest applications within the \$6 billion outdoor advertising market, proving to have strong staying power even after decades of use.



Now, one company has taken the wrap application to a three-dimensional level, tapping an SGIA member and veteran decal application services company to apply a new, custom-made wrap substrate.

The 3-D vehicle substrate, or 3-D appliqué as it's called, was tested on a fleet of seven Saturn SKY roadsters for INNOVA Marketing, a marketing company in charge of promoting a Mentos mints brand tour across America.

The application was done essentially in the same manner as a regular vehicle wrap. The key difference in the pilot project was that more detail and care were required to make sure the substrate pieces — including a 91-cm (36-inch) long roll of the Mentos candies — were fitted properly.

Because the 3-D wrap expanded out as much as 10 cm (4 inches) in height, the graphics installer had to use more skill and patience when maneuvering around the protruding parts of the wrap. The company says the 3-D appliqué should be applied by a more experienced vehicle wrap installer.

Additionally, the wraps are custom-made for the contours of a specific make and model, so they aren't interchangeable for various vehicles. The 3-D appliqué is made from a formed plastic with injected

expandable foam. It is then painted with high-grade automotive paints and clear-coated along with vinyl decals. The process allows the lightweight appliqué to last as long as traditional wrap materials and hold while traveling at highway speeds.

The graphics company believes the new substrate will breathe new life into the vehicle wrap market. Much of the past advancement in the vinyl graphics and vehicle wrap business has come in the technical side, including more adaptable and higher speed digital printing equipment, no-fade inks, and vinyl substrates that are less likely to fail and easier to apply.

While the 3-D appliqué is expected to be a big seller within the vehicle wrap market, the graphics installation company sees the product being utilized extensively by companies that are touring to promote a particular product or brand, such as Mentos manufacturer Perfetti Van Melle USA Inc.

The 3-D vehicle wrap — created by Cincinnati, Ohio-based creative arts company Creative 3D — was installed by SGIA member Interstate Graphics and Installation Services LLC (Rosholt, Wisconsin). Learn more about Interstate Graphics by visiting the company's Web site at [www.graphicsinstall.com](http://www.graphicsinstall.com).



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