



We Wrapped Over 3,000 Vehicles In Reflective Ice Cream

Brand
Food Delivery Service
Business Type
Transportation
Hospitality
Services
Screen Printing
Shipping & Installation

Concept
A food delivery service that we have been producing fleet graphics for over 50 years for, came to us with a problem and a project. First, they wanted a brand new vehicle wrap for their fleet. The challenge was, when the drivers delivered food at night, the vehicles would have to park on the street. This caused safety concerns for rear end collisions. To combat this, they wanted the rear of their vehicle wrap to be all reflective. The goal of this was not only to increase safety and visibility but also show their branding at night.

Challenge

Print & wrap a fleet of 3,300 delivery vehicles and produce a reflective wrap for the rear of the vehicle.



Solution

3,300

Wrapped Trucks

92%

Increased Rear Night Visibility By

The customer had 2 different sized refrigerator boxes on their trucks. The customer requested that the same graphics fit two different body styles. We designed the graphics to fit both body styles and to not interfere with either boxes' latches or hinge locations.

We screen printed the graphics onto a high durability reflective substrate that was die-cut and premasked. We also added trim lines onto the printed parts to keep all the installs around the country consistent. All of the graphics had a 7 year warranty (confident to last 15+ years).