

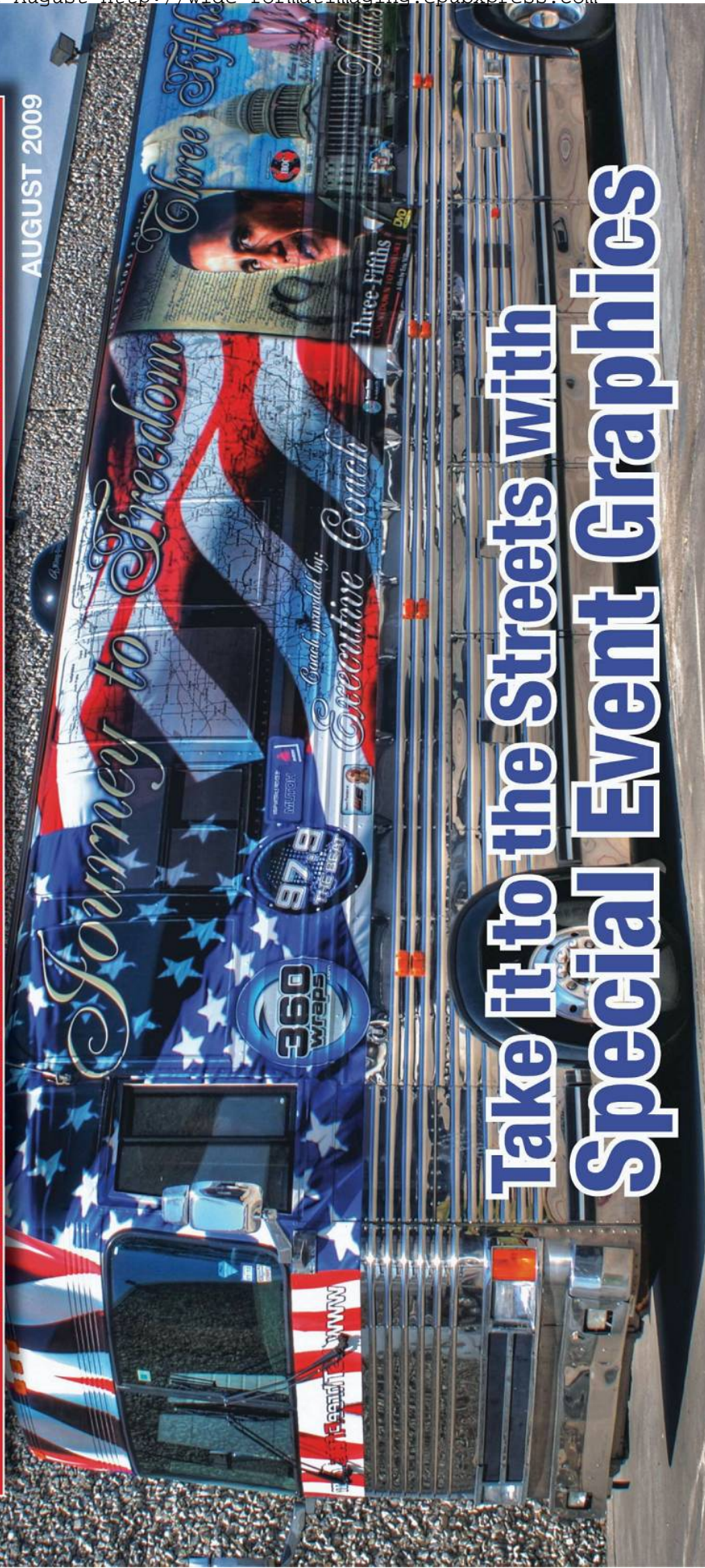
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AUGUST 2009



Take it to the Streets with Special Event Graphics

Wide-Format Outlook Part Three: Consumers

Also in this issue: Flatbed Printer Resource Chart • RIP Roundtable and Resource Chart • Overlamine Resource Chart

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Wide-Format Imaging (ISSN 1068-9257; USPS 014-251) is published monthly by Cygnus Business Media Inc. at 1233 Janesville Avenue, P.O. Box 803, Fort Atkinson, WI 53538. Periodicals postage paid at Fort Atkinson, WI, and at additional mailing offices. POSTMASTER: Send address changes to Wide-Format Imaging, P.O. Box 47, Ft. Atkinson, Wis. 53538-0047. Wide-Format Imaging is distributed free to qualified wide-format and grand-format imagers. For others, subscription cost is \$36 in the U.S., \$62 in Canada & Mexico, \$119 elsewhere. All contents copyright © Cygnus Publishing Inc. & Affiliates. Canada Post PM40063731. Return Undeliverable Canadian Addresses to: Wide-Format Imaging, Station A, PO Box 54, Windsor, ON N9A 6J5. Printed in the USA.

Cover Story

This month's cover features a bus wrap created by Dallas-based 360 Wraps. For more on the project, go to page 80.



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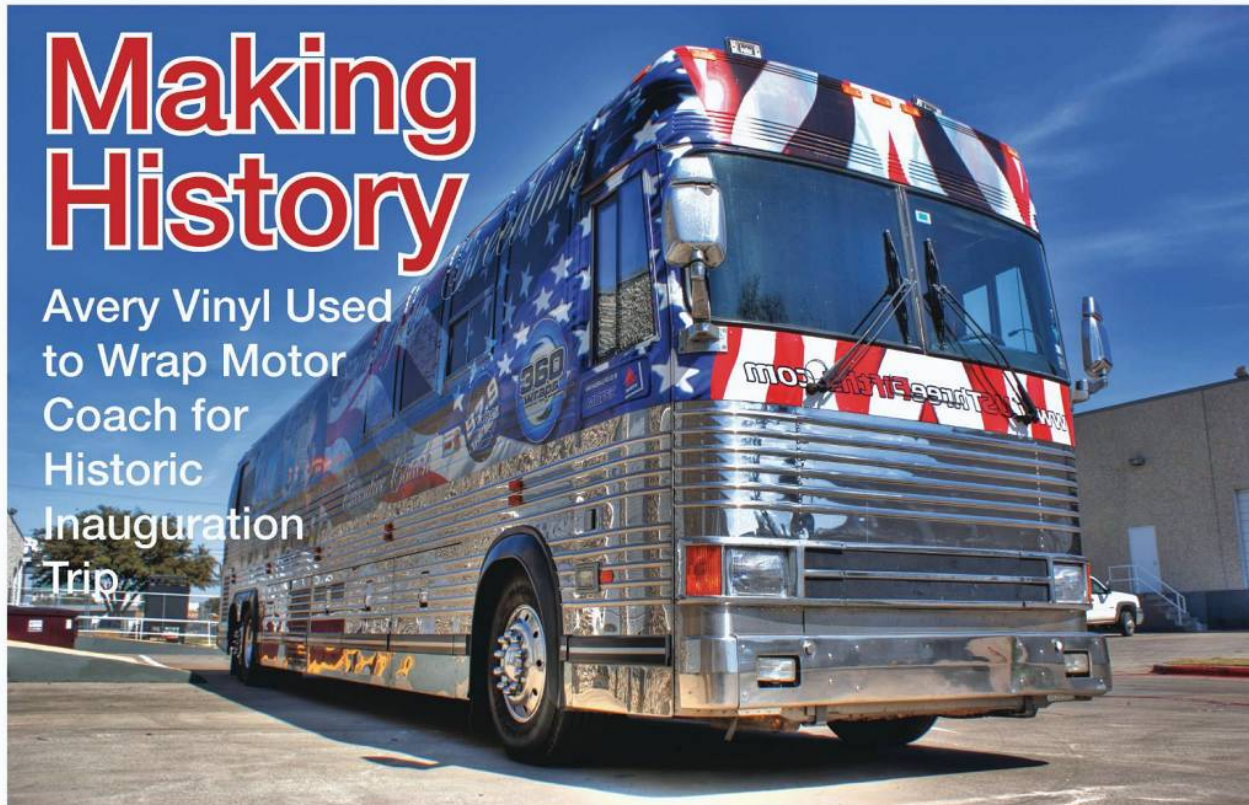
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cover story



Making History

Avery Vinyl Used to Wrap Motor Coach for Historic Inauguration Trip

Dallas-based 360 Wraps and the Avery Dennison Graphics & Reflective Products Division was part of the historic Three-Fifths Countdown to History bus tour that took Eric Williams, a documentary filmmaker and teacher, and eight De Soto Middle School students from Dallas to Washington, DC, to celebrate the election of President Barack Obama.

Williams financed the excursion through donations, including a customized wrap of the bus featuring images of President Obama during his campaign. 360 Wraps designed the graphics, printed the wrap, and installed it on the motor coach. Avery donated more than 800 square feet of Avery MPI 1005 Easy Apply RS and DOL 1360 Gloss overlaminate for the wrap.

“We were proud to provide our services and support for this worthwhile and historic trip,” said Tommy Strader of 360 Wraps. “We asked Avery Dennison to partner with us and donate their vehicle wrap products, and they were very accommodating.”

The tour’s name refers to the constitutional compromise between Northern and Southern States in 1787 that stated that only three-fifths of the population of slaves would be counted for purposes such as the distribution of taxes and apportionment of members of the US House of Representatives. The tour name recognizes the historic precedence of President Obama being the first African-American president.

It is estimated that four million people saw the bus wrap during the 1,900-mile trip. Stops were made at a number of historic sites related to African-American history including New Orleans, Little Rock High School, the King Center in Atlanta, and stops along the Underground Railroad. The students interviewed people at the various sites for a video project about the historic significance of President Obama’s election.

Not only did the bus ride raise awareness for the Three-Fifths: Countdown to History documentary, but it served as an educational experience for the students. The classroom on wheels was designed to coincide with De Soto’s integration of instruction using industrial technology. While traveling, the students were given the opportunity to experience the art of documentary filmmaking. Williams taught them how to film, edit, and use special effects techniques.

“Avery Dennison was pleased to donate our vehicle wrap products to showcase the tour and the students’ efforts throughout the trip,” said Joel Ross, marketing communications manager at Avery Dennison Graphics & Reflective Products Division. ❖

For More Information:
360 Wraps; www.360wraps.com
Avery Graphics; www.averygraphics.com