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Dressed for Success

Coca Cola wanted to decorate more than 1,000 Toyota Yaris cars for a lively campaign in Poland, during the freezing winter months and in a very short period of time. Avery Dennison's team of experts and our high quality cast films were up to the challenge.

Impactful Graphics

The timeline was short, given the number of cars, and the graphics had to be visible during the day and at night for a period of three years. Such requirements demanded a rare combination of materials.

- > A variety of Avery Dennison products were chosen for the job:
- Avery® 800 Premium Cast films
 - Avery® 6904 Easy Apply films
 - Avery® Perforated Window Film and Avery® DOL 4100 digital overlamine



The playful, colorful graphics turned out perfect – turning heads throughout the day and night.

Installation

The installation time frame was daunting but by working with our team of experts with their extensive know-how and support, the process went smoothly. The wrap specialists on this project were impressed by the guaranteed conformability of our graphics cast films, even over rivets and compound curves.

Working in a temperature-controlled building, the wrap teams used our professional application aids to apply over 9,000 sq. meters of film, and around 500 kg of inks and varnishes.

Success

The deadline was met. The cars looked great and the durability of the graphics has impressed all involved.

- 1 A wide range of products were used to create vivid, high profile graphics.
- 2 Installation went smoothly.
- 3 More than 9,000m² of vinyl was used to wrap the cars.
- 4 Branding on display.
- 5 High quality Avery Dennison films conformed well on Yaris cars.

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