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Dressed to the Nines

Avery Dennison graphics films were used to dress up the branding of key vehicle promotions at the Kentucky Derby.

At one of the biggest sporting events of the year, where fashion is almost as important as the Run for the Roses, how can a beloved clothing company bring its brand to the races?

As “The Official Style of the Kentucky Oaks and Derby,” vineyard vines® was showcased in front of thousands of fashion enthusiasts through colorful, digitally printed wraps. Best known for its whimsical neckties and smiling pink whale logo, vineyard vines turned to USA Image and Avery Dennison films to take its fashion designs onto the track at Churchill Downs.

A fleet of vehicles that included four John Deere tractors and one Ram Pickup® truck, the official truck of the Kentucky Derby, was wrapped in the company’s colorful Derby Collection designs and whale logo. The patchwork-donned fleet was front and center during each of the day’s races, grooming the track for each competition.



Avery Dennison MPI 1005 offered easy, clean removability that allowed the tractors and truck to get back to work quickly.

And They're Off

USA Image has used Avery Dennison material almost exclusively since 1994 to produce impressive, quality commercial and fleet graphics. To add a rich, visual element to the Derby experience, USA Image used Avery Dennison® MPI 1005 Supercast Easy Apply RS™ and HP 700 for the lettering and graphics, printed on a large format VUTEk printer, because they provided outdoor durability and fast, trouble-free installation.

The project demanded a quick turnaround and the tractor graphics were completed in four to five hours each with two installers on site. The truck wrap only took one day in the shop. From start to finish, the project was installed and removed in about three weeks. Avery Dennison MPI 1005 offered easy, clean removability that allowed the tractors and truck to get back to work quickly.

Tried and True

"I've tried other brands of vinyl in the past and keep coming back to Avery Dennison," said John Lawson, USA Image installation manager. "The air egress technology provides maximum slideability and makes the design easy to reposition. There's no worry the material will fail, and the price is right."

USA Image has worked with vineyard vines for several years to wrap race-day trucks, tractors and even taxis. "It's a great feeling to know that everyone attending, or watching, the Kentucky Oaks and Kentucky Derby will see our work," said Lawson. "It has always been an enjoyable, high profile project!"

The vibrant image of the Ram Pickup, draped in flowers and pastel vehicle wrap, was a sight seen by thousands of Derby visitors as they exited the track after a day full of mint juleps, fun and horse races - the close of a truly successful event marketing campaign.

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Products used:

- Avery Dennison® MPI 1005 Supercast Easy Apply RS™
- Avery Dennison® High Performance Calendered 700 films

Avery Dennison media is used for architectural, fleet and vehicle graphics.

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