



Building a “Chromefolio”

A Stylish, Shiny Statement

From bumpers to rims, chrome has a rich history of making a stylish statement. The shiny, glamorous look has grown in popularity in the vehicle and graphics markets with vinyl films that add mirror-like, bold effects that stand out in the crowd. Avery Dennison® Conform Chrome is a chrome accent film designed to add special effects and a sporty touch to graphics and wraps.

The variety of colors available in Avery Dennison Conform Chrome provides installers the ability to create multicolor chrome wraps in silver, gold, blue, black and red.

Luxury on a Grand Scale

Sticker City and its president Andy Soleimani, located in Los Angeles, California, have built an impressive portfolio of all-chrome projects. They have pushed the creative boundary on some of the most expensive sports cars, making the exterior finish nearly as impressive as the vehicle’s design and performance.

“The Avery Dennison chrome accent films are the best on the market,” said Soleimani. “Along with our talented team, the use of Avery Dennison products has allowed us to create one-of-a-kind works of art that stand out in the industry.”





“The colors offer us plenty of creativity without taking away from the natural curves and edges,” said Soleimani. “The film is extremely conformable and the Easy Apply technology helps eliminate wrinkles and bubbles during application.”

Some of the most striking projects from their portfolio include a 2013 Dodge Viper, 2013 McLaren P1, 2014 Lamborghini Aventador and 2014 Pagani Huayra. All graphics were designed by Soleimani and printed using a Roland SOLJET PRO 4 XR 640. Each install took between 90 and 120 hours, depending on the project.

Brilliance with Ease

Sticker City has used Avery Dennison film almost exclusively for chrome projects for the easy application that comes with Easy Apply RS™ technology and superior chrome finish. “Our unique designs in combination with the quality that comes with Avery Dennison films allow us to create something that captures everyone’s attention,” said Soleimani.

Sticker City’s chrome masterpieces have won multiple awards and gained global attention from high-profile clients. The company won the Roland Creative Awards Contest, a competition designed to showcase the diverse and highly original array of projects produced by Roland users, for their work on a Lamborghini Aventador. Sticker City also wrapped two Bugattis for one of the largest exotic car collection dealers in the Middle East.

Futuristic Flare

What started as a flashy garnish has now expanded into an opportunity for vehicle owners to make an eye-grabbing statement. Avery Dennison Conform Chrome films are constructed with appearance and ease of installation in mind. The options are limitless and the films are being used on a variety of transportation vehicles and even architectural signage and outdoor advertising.

“Chrome films have become extremely popular within the car wrap market and we believe the next opportunity for chrome films are in corporate and interior design,” added Soleimani. “Corporate branding and advertising are the next evolution for these films.”

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