



“It completely transformed the room”

Ed Barajas, owner of Enigma Graphics and Signs

Revving up for peak performance

Avery Dennison graphics films were used to give a fresh look to a new location for a San Antonio Ducati dealership.

Ducati motorcycles represent speed, agility and the pinnacle of Italian engineering. Texas-based Enigma Graphics and Signs used Avery Dennison graphics materials to convey all that and entice crowds when D’Moto Ducati dealership opened a new location in San Antonio.

Ed Barajas, owner of Enigma, said that the dealership wanted to apply graphics to the upstairs office — where customers sign their paperwork to purchase their new bike — to recreate the aura of excitement and thrills that revving up a Ducati produces. Ed created a 9’ by 22’ wall graphic with Avery Dennison® MPI 2923 featuring professional Ducati racers.



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"It completely transformed the room," Ed said. The dealership then outfitted it with racing accessories, including chairs made out of motorcycle seats and desks made out of motorcycle materials, for a wall-to-wall look.

Products used:

- Avery Dennison® MPI 2121 High Performance Calendered film
- Avery Dennison® DOL 2080 matte overlamine film
- Avery Dennison® SF 100-103 Ultra Clear film
- Avery Dennison® MPI 2903 Easy Apply™ film

In addition to promotional graphics, Avery Dennison's digital media is used for architectural, fleet and vehicle graphics.

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