

A new culinary movement has been sweeping the nation in the past decade: food trucks. Thousands of food trucks, in cities big and small, are serving up everything from authentic Mexican cuisine to artisan hot dogs. But besides their unique food offerings, how do these “restaurants on wheels” set themselves apart from the competition?
External marketing.

Food truck owners are looking to vehicle wrap shops to help market their mobile restaurants and attract new audiences. To accomplish this, designs have to be professional, original and most importantly, eye catching. With Avery Dennison films, shops are finding it easier than ever to make food truck owners’ visual aspirations come to life.

New Age Advertising: The Food Truck Phenomenon

Meet the Experts

Kwasi Boyd and his team at Custom Vehicle Wraps have been wrapping food trucks for about 6 years. Since then, Boyd has witnessed a rapid expansion of the business at his shop in the San Francisco Bay area. “I lost track of how many food trucks we’ve wrapped after 200. Much of our business is from existing customers, we’re wrapping about 2 trucks every week.” For food trucks, Custom Vehicle Wraps primarily uses digital films, especially for quick turnaround projects. “We typically use the MPI 1005 Supercast series with DOL 1360 or 1060 overlaminates.”

Phil Danza of Long Island’s G Dezine Wraps attributes the rise in food truck wraps to The Great Recession. “My first food truck clients—Mustards Last Stand and House of Dogs—lost their corporate jobs during the recession,” said Danza. “For me, the food truck business picking up was definitely economically related. After losing their 9 to 5 desk jobs, people are more willing to think outside the box and become their own bosses.” With almost 20 years in the vehicle graphics industry, Danza uses Avery Dennison products exclusively in his shop. For food truck wrapping, Danza’s products of choice include MPI 1005 Supercast Easy Apply RS™ paired with DOL 1060. “I love the aggressive nature of these adhesives. Some of the competitors market their products as ‘user friendly,’ which usually means they won’t stick as well to the deep channels and grooves of food trucks.”

Peter Alvarez of Cruising Kitchens has been wrapping food trucks for almost five years in the San Antonio area, and with great success. Cruising Kitchens wraps about 60 trucks per year, with a typical wrap taking anywhere from three days to a week.

“We typically print full color graphics on MPI 1005. We also use the solid color Supreme Wrapping Films™, depending on the build,” said Alvarez. “We currently use both Avery Dennison gloss and matte overlaminates in the shop, but we’re starting to focus more on matte for food trucks because the gloss reflects too much light for these large scale projects.”



Image courtesy of Cruising Kitchens

“All of the Avery Dennison films are easy to install and remove, if needed,”

said Kwasi Boyd of Custom Vehicle Wraps.



Image courtesy of G Dezine Wraps



Image courtesy of Custom Vehicle Wraps

Avery Dennison vs. Competitors

When asked why they like Avery Dennison products, each shop had something different to share. “All of the Avery Dennison films are easy to install and remove, if needed,” said Boyd. “This allows us to crank out trucks in about 4 days, from print to install.”

“The relationships that Avery Dennison has with its channel partners are unlike any other,” said Danza. “Every time I order new product from S & F Supplies, I get the exceptional customer service I really want. And, you can’t beat the affordability and durability of Avery Dennison products.”

“The color options that Avery Dennison provides are unmatched, especially for their Supreme Wrapping Films,” said Alvarez. “Cruising Kitchens has built a solid relationship with our Avery Dennison distributor, Grimco, which makes the ordering process even easier. Also, the ease of install with Avery Dennison products is unmatched.”

Tricks of the Trade

It’s no question that food truck wraps are much different than a standard vehicle wrap, so each shop shared their tips and techniques for food truck wrapping. Kwasi Boyd stresses that the key to a successful food truck wrap is proper prepping. “If you don’t prep the truck properly before installation, the caliber of the install won’t be up to par. The prep is by far the most important stage of the entire project.”

Phil Danza emphasizes the marketing benefit that food truck wraps can offer to clients. “I compare it to opening a brick and mortar restaurant: you want to make it presentable and amazing from the outside to attract customers. ‘Go big or go home’ is definitely the motto for these kinds of projects. Besides the food and pricing, the wrap is important.” Peter Alvarez and the Cruising Kitchens team believe successful food truck wrapping comes from creating a very detailed template from the start. “All of our food trucks are custom made, so we must consider how we’re going to design around serving windows, doors, storage boxes, shelving, etc. From there, we take into account the structural side beams and rivets of each unique truck, which will help the design flow seamlessly from front to back. It’s very similar to a standard car wrap, just on a much larger scale.”

Though the food truck craze began over a decade ago, shop owners predict that the market will continue to grow for many years to come. Food truck wrapping allows installers to embrace their creativity and challenge their expertise in order to bring the owner’s vision to life.

Products used:

- Avery Dennison® MPI 1005 Supercast Easy Apply RS™
- Avery Dennison® DOL 1300 overlaminates
- Avery Dennison® DOL 1000 overlaminates
- Avery Dennison® Supreme Wrapping Films™

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

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