

Crafting a Cohesive Brand with Avery Dennison Vinyl Films

Branding is a major buzzword these days, but there are many reasons it's at the front of business owners' minds. Having recognizable color schemes and style across websites, social media platforms and products helps consumers remember a brand and understand the messages the company is trying to convey.

It's no longer enough to have a superior product. Companies are required to have a personality and a strong aesthetic associated with their branding. This is definitely true in the booming craft beer industry of North America. Quirky companies with consistent marketing strategies can win over beer aficionados in a marketplace full of options. When one such craft brewer, Steam Whistle Brewing of Toronto, wanted to bring its bright green and white color palette to life in its external marketing, the company chose vinyl to accomplish its goals.

One Fleet, All Types of Vehicles

Mark Dorey and Jason Farren, owners of Eminent Custom Graphics in Barrie, Ontario, completed several wrap jobs for beer distributors in bars and restaurants throughout Canada. Their work with point of sale graphics for different beer companies piqued the interest of Steam Whistle, who was looking to brand their wide variety of fleet vehicles.

Eminent used printed MPI 1005 Supercast Easy Apply RS™ and DOL 1360 Gloss Overlamine to wrap a Dodge Charger, a Jeep, a Toyota FJ Cruiser, a Mini Cooper and even a classic International Scout in Steam Whistle's trademark light green and white colors. The company used to paint these vehicles for sales representatives, causing a drain on time and funds. With the help of Avery Dennison film, the vehicles now feature a clear design and consistent colors, while maintaining the nostalgic feel of the brand.



Every Piece a Promotion

Bright, colorful fleet vehicles allow Steam Whistle representatives to make a strong impression wherever they go. The company wanted to extend the eye-catching graphics to its beer festival presence. Steam Whistle now travels with portable coolers wrapped in the same printed MPI 1005 and DOL 1360 film when attending public events around Canada. Eminent once again used the Avery Dennison film to keep promotional pieces on brand.

“MPI 1005 had such good print clarity and could be applied so quickly in our car wraps that it was the obvious choice for our other projects for the brand,” said Dorey. “We have had a great transition to working with the new MPI 1105 and DOL 1360Z films for our latest projects as well.”

Eminent also gave a ping pong table a branded wrap at a local bar that serves Steam Whistle Pilsner. This comprehensive work with external branding through vinyl landed the shop another brewery client, Creemore Springs in Creemore, Ontario. Steam Whistle highly recommended Eminent’s fleet work, and soon after, Dorey and his crew performed a set of digital print wraps for the new client.

Products used

- **MPI 1105 Easy Apply RS™**
Cast Film, which delivers reliable print quality across all platforms as well as superior conformability.
- **Avery Dennison® DOL 1360 Gloss Overlaminates**
Three new series of overlaminates, DOL 1000Z, DOL 1300Z and DOL 1460Z, pair with the new MPI 1105 for superior durability.

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



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Mark Dorey, Eminent Custom Graphics