

## CASE STUDY:

Eye-catching promotion on four wheels, blending Fedrigoni products to perfection



AP Design Solutions is an Aldershot-based design and branding specialist, with nearly 20 years' experience in the industry. The company now covers the full range of graphic deliverables, from logos and stationery through to signage, vehicle wrapping, and livery.

When owner Andy Parslow was looking for an opportunity to wrap a race vehicle, he hit on the idea of involving All Print Supplies and Fedrigoni to support the project, creating a four-wheeled publicity platform. This would showcase the materials used in the wrap, their supplier, his own business, and the vehicle's racing team, Conan Motorsports.

Trusting to All Print Supplies' product knowledge, Andy replaced his usual choice of material brand with Matt Black Fedrigoni Ultimate Wrap Film. For the elements he printed on his own large-format digital printers, he opted for **Fedrigoni C50 Ultimate Slide & Tack** paired with the **Fedrigoni C30 Matt Laminate** for a flawless finish.

Andy transformed the plain red BMW e46 330i into a riot of sleek black, hot pinks, bright whites, and cool blues, much to the delight of the racing team owner, Mark Burton.

Andy calls the Fedrigoni solutions "brilliant materials, at the right price point for our clients, and better than many of the more established, more costly big-name brands."

But he's also clear that the help he received from All Print Supplies was exemplary - strong technical support, readily available samples and print profiles, and responsive customer service.



"You call them with a question and you have an answer within 10 to 15 minutes. All Print Supplies go above and beyond."

Andy Parslow, Owner at AP Design Solutions



All Print Supplies





All Print Supplies

Fedrigoni products were used extensively in the design, and here Andy pays tribute to them by incorporating the company's logo onto the bodywork.

Branded on all sides, the vehicle delivers publicity that stands out memorably against the black background.



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