DPI SIGNS & GRAPHICS

CASE STUDY:
Small vehicles, tricky surfaces, big results

APS Est. 1984
MAKING A MATERIAL DIFFERENCE



AN UNUSUAL WRAPPING CHALLENGE

Family-run, Warwickshire-based DPI Signs & Graphics has spent 15 years helping businesses make their mark through creative signage, vehicle graphics and branding.

When local plumbing business, MJ Tiff, approached DPI to transform a Citroën Ami into a mobile advertisement, the team faced a challenge. Unlike conventional vehicles, the compact electric Ami has textured plastic bodywork, a surface notoriously difficult to wrap using standard vinyl.

“Normally, when wrapping vehicles, you'd avoid the plastic parts because you know the vinyl won't last,” explains Kate Oakes, Director of DPI. “The Ami was particularly challenging because the plastic is very rough to the touch.”

With a specific printed finish requested, DPI needed a conformable, printable film with exceptional adhesion. All Print Supplies recommended **Avery Dennison MPI 1106 HT High Tack Cast Conformable Print Film**, paired with a matching laminate.

ONE MATERIAL, TWO CHALLENGES

The specialist film adhered successfully to the Ami's textured panels, delivering the desired finish. “The material was incredibly sticky, but it worked perfectly,” Kate explains.

A second challenge arose when the customer revealed, just a week before installation, that his new Kia PV5 van, also awaiting graphics, had received a ceramic coating.

DPI turned to APS again. “We tried a normal cast vinyl, but it just slipped around,” says Kate. “The high-tack material worked on the ceramic coating too, so we've now used it successfully for two completely different applications.”

Both projects were completed, leaving the customer delighted and giving DPI a new material for future specialist applications.



AVERY DENNISON MPI 1106 HT

Type:
High-tack, 3D conformable cast printable film

Printable surface:
Gloss white

Laminate options:
DOL 1460 Z Gloss
DOL 1480 Z Matt

TOP FEATURES

- High-tack permanent adhesive for difficult surfaces
- Excellent adhesion to textured plastics, protective clear coats, powder-coated paints and fibreglass
- Superior 3D conformability for complex curves and recesses
- Opaque grey adhesive for excellent coverage
- Up to 7 years' outdoor durability (unprinted)

We're really pleased with the service we get from APS. We know we can always rely on them.

Kate Oakes
Director, DPI Signs & Graphics

MORE THAN JUST MATERIALS

For DPI, APS's support goes well beyond supplying products. Having worked closely over the past year, they value APS' technical expertise, specialist recommendations and responsive service.

"Harry from APS will pop in to see what we're working on and whether he can help with," Kate explains. "He's always happy to bring in samples, and if we email him with a question, we know we'll get a response that day."

Reliable next-day delivery also helps DPI meet customer deadlines and offer quick turnarounds.

For DPI, whose experience spans everything from vehicle graphics to complex signage installations on historic buildings across Warwickshire, finding practical solutions is all part of the job.

And with the right supplier, technical support and specialist materials behind them, even the trickiest surfaces can become an opportunity to make a lasting impression.



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