



## CASE STUDY: Row4MND: High-Performance Wrap for a Record-Breaking Cause



When it comes to endurance, few challenges match a four-year ocean rowing campaign. And when it comes to delivering eye-catching, long-lasting graphics for extreme conditions, few materials match Fedrigoni C50 Ultimate Slide & Tack and Fedrigoni C30 Gloss Laminate, supplied by All Print Supplies.

That's why British ocean rower and keynote speaker Mike Bates turned to Andy Simpson at FASTSIGNS Leeds to wrap the Row4MND boat ahead of its latest challenge to raise £57 million to accelerate research into Motor Neurone Disease (MND).

### MAKING A MATERIAL DIFFERENCE

Print professionals rely on All Print Supplies, not just for premium products, but for technical know-how and dependable service that make ambitious projects possible – such as taking a charity campaign across oceans!

That's why the APS team recommended Fedrigoni films for their superior print quality, effortless application, and durability in the harshest environments, as they provide the perfect combination of aesthetics and performance:

- **Fedrigoni C50 Ultimate Slide & Tack**  
Makes application and repositioning straightforward, even on complex curves and large panels.
  
- **Fedrigoni C30 Gloss Laminate**  
Adds a smooth, glare-free protective layer.

From bow to stern, the wrap delivers bold sponsor logos, vibrant artwork from local artist Justin Eagleton, and striking visuals to capture attention at every port.





## A WRAP THAT GIVES BACK

This project showcases the power of collaboration: All Print Supplies and Fedrigoni donating premium materials, FASTSIGNS completing the printing, preparation, and installation free of charge and Mike Bates delivering the vision and drive behind the cause. Ensuring that more funds go directly to MND research.

Follow the journey on Instagram: @row4mnd | @mikebates\_official



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“We really appreciate All Print Supplies donating the material to us. This way, more money can go straight to the charity.”

Andy Simpson  
FASTSIGNS Leeds

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