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Spot On Color and Service

Everywhere you look, colors define a brand, feeling or promise. Avery Dennison partners with major brands and corporate clients across the world to ensure colors are matched exactly through a spot on digital print or our custom color matching service, which is quick, easy and reliable.

Companies shouldn’t settle for close enough when it comes to their brand and identity colors. With ICC profiles on digital films or a promptly delivered custom color match, the perfect color can be achieved to create graphics that pop.

Making the Match

Tractor trailers, race cars, exterior backlit signs and even architectural applications have been decorated with branding created from Avery Dennison custom color vinyl. The quality and convenience are no secret and clients can rely on complete, confidential service. Provide an Avery Dennison representative with a PMS/RAL code, or an example of the color to match and in just a few days, a sample on Avery Dennison film will be dispatched.

Best in the Business

Even the most difficult of colors can be matched by Avery Dennison. Pro Cal, a top manufacturer of wraps and decals

for the motorsports and racing industry, approached Avery Dennison to match a fluorescent orange.

“The color matching service is unparalleled,” said Joe Pouthier, general manager of Pro Cal. “Other vendors aren’t as quick or accurate. Avery Dennison guarantees you’re successful and treats you more like a partner than a vendor.” Pro Cal wraps all types of race cars with several custom fluorescent vinyl films for national events that are seen by millions of viewers on TV and at tracks around the U.S.

Reducing Cost

Pro Cal used the same color matching service for a national moving company’s fleet, which was more efficient and cost-saving than digital printing. “We saved over 55 percent per set by not using ink, print time, electricity and labor,” said Pouthier. The custom vinyl also offered long-term durability and lasting color.

Speedy Returns

GatorWraps, a company that designs custom graphics for vehicle wraps, turned to the Avery Dennison color matching service for partial graphics on a fleet of semi-trailers. The telecommunications company was very particular about matching the colors to maintain the brand’s integrity and wanted a quick turnaround. “Avery Dennison stepped up to

the plate and allowed us to move quickly with the business,” said Rod Voegele, president of GatorWraps. “The client was happy with the first color match and the Avery Dennison team made the process easy.” The Avery Dennison sales team helped determine the correct order and quantity and placed a bulk order for custom color matched vinyl rolls.

Exceptional Customer Service


Ultimate Image Printing, a full service commercial printing company, turned to Avery Dennison to offer the best service to a leading home security business on the West Coast. “Avery Dennison was crucial in the sales process,” said Hemal Ratanjee, founder and president of Ultimate Image Printing. “We were able to gain confidence from our client by having

the support of a Fortune 500 company.” Avery Dennison created the color match and customized the order with a specific roll size. “Avery Dennison also helped train our installers, even visiting other locations for training,” added Ratanjee. The fleet wrap installation on hundreds of vehicles was completed quickly and successfully.

The Avery Dennison color matching service supports a wide range of customers and business needs. The custom colors come in cast or calendered vinyl and a variety of adhesives that make application easy and provide a range of durability options. In a world of first impressions, consistency and quality stand out in the crowd.


Avery Dennison Process

Three Easy Steps to an Amazing Color Match



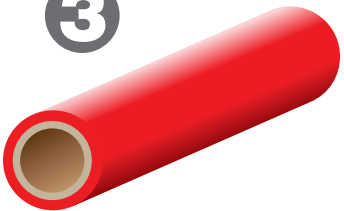
1

Contact your local Avery Dennison sales representative for all the color matching support you need. Call 800-282-8379 for Customer Service



2

Provide Avery Dennison with a PMS/RAL code, or an example of the color you wish to match.



3

In just a few days,* Avery Dennison will dispatch a sample of your color match on Avery Dennison film. Once you approve the sample, we'll begin work on your order.

*Once provision of PMS/RAL code or receipt of sample material for matching.

Custom Color				
	Minimums	Leadtime	Tolerance	Upcharge
Cast (SC900/UC900, Translucent, Opaque, Metallic)	500 yards	12 days	+/- 10%	10%
Calendered (HP700)	5000 yards	8-10 weeks	+/- 20%	10%
Reflective (HV1200)	1000 yards	Call for Date	+/- 20%	10%

Avery Dennison Supreme Wrapping Films are available in custom colors but requirements can differ by project. Please contact an Avery Dennison representative for details.

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