

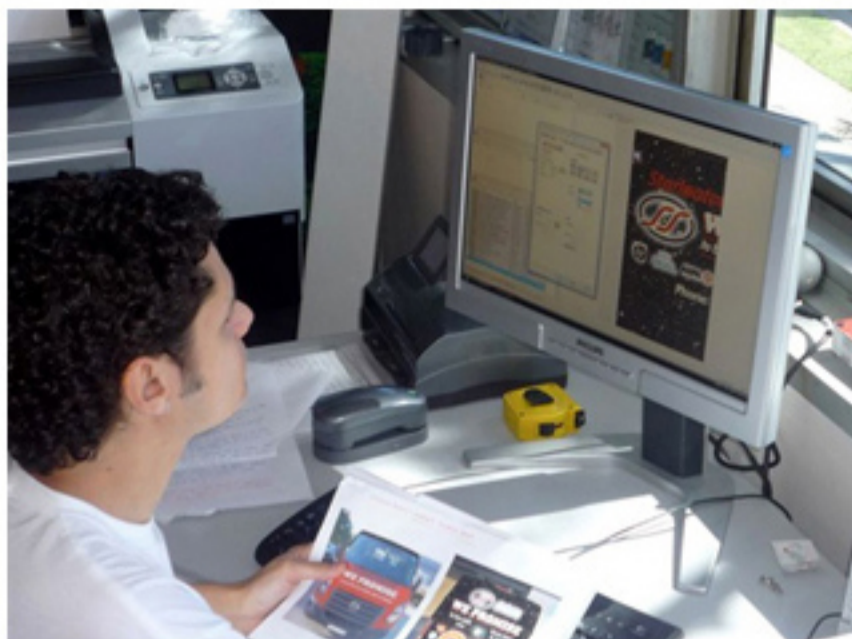
Epson, Neschen and Starleaton get all wrapped up

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Sydney's streets now feature a head-turning VW delivery van complete with a striking all-over digital graphic wrap.

"We decided to put our money where our promises are," says director Ben Eaton, "and wrap our own vehicles, just like many of our Neschen customers do. It was a true team effort starting with our own staff, then printing on the Epson GS6000 through the ColorGate Rip, using Neschen Performance Airglide 60 cast vinyl followed by lamination on a SEAL 62 using Neschen Performance Clear 60. For application, we called on one of our customers, Artistic Signs of Melbourne. Enzo Fantauzzo and Morris Giddio flew up for a day and used their fantastic skills to apply the graphics."

Pictures tell the best story for this achievement. What began as a mundane yellow 3.5 tonne delivery van is now a sparkling red and black mobile advertisement for Starleaton and its brands. It all fits in with Starleaton's Delivery Performance Guarantee where orders received by 10:30am are delivered the same day.



SDS's Walter Palombi ripping files



Walter Palombi printing on the Epson GS6000



Rear glass one-way pane



Enzo applies front graphic



Morris uses hot-air on contours



Morris and Enzo from Artistic Signs busy wrapping



Carefully fitting graphics



It's a wrap! (LtoR) Dan Dias, Peter Eaton, Ben Eaton, Gary Smith

From the initial design concept by an outside design house, Starleaton's Walter Palombi printed the files on the Epson Stylus Pro GS6000. Each graphic panel was carefully measured for fit and any coachwork anomalies such as plastic guard strips that would remain exposed. "The printing went flawlessly on the Epson GS 6000, with the low-solvent inks adhering to the Neschen Airglide cast vinyl very well," said Palombi. Window graphics were printed on a one-way vision perforated vinyl, also on the Epson GS6000.

Following lamination, the team from Artistic Signs took over for the expert application which took about one day. Enzo Fantauzzo mentioned: "We are currently wrapping a fleet of 35 vehicles using the Epson GS6000/Neschen Airglide combination and it goes on beautifully, responding well to the contours and valleys found on many vehicle bodies."

Delivery driver Daniel Dias is proud of his new look van: "People's heads turn wherever I drive," he said, "and customers comment on the quality of the graphics."

Starleaton director Gary Smith says it's all about service: "Our Delivery Promise Guarantee is something we take very seriously, but with the new van wrap, we were able to inject a sense of fun and excitement too. The next step is to wrap our Melbourne van."

Starleaton Digital Solutions
<http://www.starleaton.com.au/>