

Promotional Vehicles

Editor's Note: Unless otherwise noted, the fabricator is also the installer.

Compiled by Steve Aust

FIRST PLACE BEST OF SHOW

Fabricator

Signs Now #098
Baltimore
(410) 243-7020
www.signsnowbaltimore.com

Designers

Robert McClintock
Jeremy Foote
Signs Now

Installer

Brooks Todd

Client

Robert McClintock

While I compiled the contest entries, this one immediately grabbed my attention. It was a rare submission by a client. In a field full of flames, skulls and pin-up girls, an elegant, slightly impressionistic wrap that depicts Baltimore landmarks stood apart. The judges agreed.

Interestingly, the project carries the inherent advantage of an end user – a digital “painter” – savvy enough to provide first-rate artwork. McClintock presented the photos of his Mini Cooper S from various angles and super-imposed digital renderings of several potential artistic themes. Foote used composite photographs for reference to develop production artwork, and the shop and client agreed to emphasize Baltimore landmarks. McClintock provided four, flattened Adobe Photoshop files of his paintings, and a fifth with his signature. At 72 dpi, the files ranged from 30 x 40 to 75 x 150 in. Foote used a combination of Illustrator and Photoshop to create

and perfect the graphics; proofs were developed with Adobe Acrobat®. McClintock's signature was vectorized by hand with Illustrator.

To execute the wrap, Signs Now printed the wrap – Avery MPI 1005 EZ RS air-release media for the body, and Clear Focus Imaging's ClassicVue 50%-perforated film for the windows – on its Mimaki JV3-160SP solvent-ink printer with SS2 inks. According to Foote, the printer's set-up of two same-color cartridges per printhead enabled fast, high-quality printing. To laminate the wrap, Signs Now used Avery's DOL 1060 glossy overlamine for the body film and Clear Focus' CurvaLam optically clear topcoat for the windows.

To RIP and print, the shop used Onyx Preflight 7 and Production-House 7. Todd installed the wrap's seamless panels with Golden squeegees, lots of fresh X-acto blades, heat and his fingers.

