

February 2007

DIGITAL GRAPHICS

www.digitalgraphicsmag.com

Off The Wire

ROCKIN' THE RADIO



Vehicle graphics installer **Woodward 1 Automotive**, Farmington Hills, Mich., wrapped 20 vehicles for Detroit-based classic rock station 94.7 WCSX, as part of the "Graphics that Rock" promotion. The loyalty program was designed to reward the radio station's audience by wrapping 20 listeners' personal vehicles with album cover art of their favorite classic rockers. The stunning graphics were printed on an EFI/VUTEk 150 solvent-based printer on 3M 180C solid vinyl. Window graphics were printed on Clear Focus SuperVue One Way Vision perforated, pressure-sensitive vinyl film.