

# SIGN

## Business

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## BULLETIN

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## *Graphics That Rock*

As part of an audience-loyalty reward program, Woodward 1 Automotive of Farmington Hills, Mich. wrapped 20 vehicles to promote 94.7 WCSX, a Detroit classic rock radio station. The graphics, consisting of listener-selected album-cover art, were printed on a Vutek 150 solvent-based printer on 3M 180C solid vinyl, with the window graphics printed on CLEAR FOCUS SuperVue One Way Vision perforated, pressure-sensitive vinyl film.

"We wanted to make an indelible impression on the Motor City using vehicles," says Bill Stedman, WCSX's Program Director, "so we called Woodward 1 and have



used them exclusively since."

Woodward 1 Automotive's core business has been printing on One Way vision film, according to president Paul Morrison, and the increasing interest in vehicle wraps has allowed the company to merge the printing of solid vinyl substrates with perforated films.