



CASE STUDY



Van Graphics and Customization

Stride Van Transformation

Tick, Tick, Tick!

Gold N Fishing Marketing and Craftsmen Industries teamed up to completely transformed two Ford Econoline vans into a vibrantly-branded Stride Van in only a few days! Gold N Fish provided the design and concept for the vans and Craftsmen printed and applied the exterior Stride-branded graphics using 3M™'s IJ180 CV2. This graphic film has a higher gloss and the adhesive technologies to offer pressure activation, slideability and repositionability.

Joey O'Connell, Craftsmen's project manager, talked about the exciting part on this project was actually seeing the transformation from a dull van to something that grabs your attention. "Craftsmen put new wheels on overnight and the next day the exterior graphics were applied, which completely transformed the van." Craftsmen cut out custom window holes in both sides of the van and added a front visor and aerodynamic wing in the rear. With over 200,000 miles, the visual transformation truly revitalized the vans!

