



WEATHER CHANNEL



Craftsmen Industries printed The Weather Channel “Guaranteed White Christmas” contest graphics for a 20-ft box truck. The Weather Channel designed the artwork internally and teamed with Arch Marketing, a St. Louis-based agency, to facilitate the project. Craftsmen Industries printed and applied to the box truck sides, rear, doors and front.

The “Guaranteed White Christmas” Weather Channel contest ran from Nov. 16-Dec. 6, where contestants submitted a short video describing why they deserve the ultimate gift of snow on Christmas Day.

The truck was featured on The Weather Channel on Christmas morning delivering the gift of snow to one lucky winner in the Florida Keys!

View a video of snow in Florida Keys: <http://www.weather.com/multimedia/videoplayer.html?collection=375>

