



CASE STUDY



Fleet Graphics Rebranding Project

Western Refining: 2008 FleetOwner Award Winner

Craftsmen Industries printed and applied custom fleet graphics to 350 Western Refining tankers as part of their rebranding initiative. The rebranding fleet graphics were designed by Mithoff Burton Partners, located in El Paso, TX, and were printed and applied by Craftsmen Industries, located in St. Charles, MO. The rebranding effort combined both custom paint and graphics, resulting in a simple, yet effective design. Craftsmen utilized 3M's reflective graphic material, which is intended to increase attractiveness and roadway safety.

The fleet graphics were adopted in September 2007 for the independent oil refinery operating in Southwestern TX.

