



CASE STUDY

Transit Bus Wrap

Adams Outdoor Transit Bus Wrap

Adams Outdoor and Craftsmen Industries collaborated on a recent vehicle wrap for a transit bus project in Madison, WI. With the creative direction from Adams Outdoor and the local Craftsmen representation from Cindy Panke, the bus graphics and window perfs were printed and applied in a timely manner. The bus graphics were printed and applied using 3M™ Scotchcal™ Graphic Film IJ46C-20, a 4-mil polymeric vinyl film with changeable adhesive ideal for bus wrap applications. An overlamine, 3M™ Scotchcal™ 8509, provides protection and durability for the life of the bus graphics.

The bus graphics were applied to the length of the 40-foot GILLIG Low Floor Bus. The graphics resembled a zoo-like theme and partial window perforated graphics were used to capture the realistic features of the zoo animals. The perforated material used was 3M™ Scotchcal™ Film IJ66 with an overlamine. The perf is a 5.8-mil vinyl film with a 40% perforated pattern and a removable, pressure-sensitive adhesive.

Craftsmen Industries had two experienced installers onsite in Madison, WI for the vehicle wrap. Craftsmen's installers demonstrated to Adams Outdoor staff how graphics and window perfs are applied to ensure the longevity and durability of their intended graphics lifetime.

