



Vehicle Graphics

Insight

Energy Petroleum

Energy Petroleum, a company that has been serving the greater St. Louis metropolitan area with premium oil products since 1927, wanted to update the graphics on their fleet of 25 units (small and large tankers and box trucks). Craftsmen Industries and Energy Petroleum designed the new graphics, which included all of the striping. Craftsmen and Energy Petroleum have worked together since 2000 redesigning and applying a combination of both paint and graphics to the Energy Petroleum fleet.

Craftsmen utilized a reflective material for the rear of the vehicles, which increases visibility and safety during the company's evening deliveries. A portion of the Energy Petroleum fleet vehicles are tankers, so Craftsmen had to keep several factors in mind that attribute to the lifetime and appearance of the graphics. Top loading tankers, like Energy Petroleum's, normally will not get adhesive backed graphics on the sides due to the possibility of fluid dripping down the side of the tanker, affecting the adhesive property of the vinyl. The cab of the chassis and the rear of the tanker are vinyl graphics, while the sides of the tanker are completed with DuPont Imron paint.



Craftsmen Industries is pleased to launch our new Vehicle Graphics website, www.craftsmenvehiclegraphics.com. This website provides an opportunity for you to explore our most current projects and illustrates our wide array of Graphic Solution capabilities to suit your needs.

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Did you know...

*Top loading tankers normally will not get adhesive backed graphics on the sides due to the way the tanker is loaded from the top. When they are loaded there is a possibility of the fluid dripping down the side of the tanker which would affect the adhesive properties of the vinyl.

*Bottom loading tankers are able to have adhesive backed graphics on all sides since they are loaded from the underside.



Sprouts

Craftsmen Industries teamed up with Coastal Carriers for a fleet rebranding project for Sprouts Farmers Market. Sprouts Farmers Market is one of the nation's fastest growing retailers in Arizona, Colorado, California and Texas specializing in farm fresh produce, vitamins, supplements and organic grocery items. Coastal Carriers, located in Troy, MO, designed two styles of artwork that Craftsmen printed the graphics and applied to eleven Sprouts trailers. The colorful and vibrant designs replicate tomatoes and apples.

Craftsmen printed the graphics on 3M™ 180CV2 with a UV laminate, which provides protection and durability for the intended lifetime of the trailer graphics. The graphics were installed at Craftsmen's facility in St. Charles, MO. Professional installers and a 200,000 square foot facility accommodates flexible schedules while reducing out of service time for the customer.

The trailer graphics for Sprouts Farmers Market is an ongoing project and Craftsmen Industries looks forward to completing more trailers over the next few years. Christine Eastvold, Craftsmen's Account Executive, commented on the project, "Sprouts trailers are beautiful, bright and really make a lasting impression."



TurboJet

With one of the largest graphic production facilities in the Midwest, Craftsmen Industries provides 360° high quality solutions with quick and flexible turnaround times. Craftsmen offers grand format graphics for both indoor and outdoor use, in quantities ranging from one to hundreds. As a one-stop shop, we complete all printing and finishing in-house, offering a value added solution to your graphic needs.

Craftsmen is proud to house one of the newest digital printers, the Hewlett Packard Scitex TurboJet TJ8300, which raises the bar in the effectiveness of vehicle graphic and event signage production. Printing at a speed of 2,000 square feet/hour, this state-of-the-art printer takes "speed to market" to an entirely different level. The sheet size limitation has been expanded to 141 inches, which provides optimal width for specific graphic and banner needs. The TurboJet offers price efficiency, quality and speed for larger volume projects.

According to Tony Torretta, Craftsmen's Vehicle Graphics Manager, the TurboJet is exceptionally versatile and capable of handling a wide range of standard and special media. "It expands our fleet distribution and fulfillment program into newer, larger markets while allowing us to offer even tighter turnaround times to our existing customer base."

