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Volume 1, Issue 2

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Spring into Exhibit M!

Thank you for the great response we received on the first issue of Exhibit M! With warm weather approaching, now may be the right time to breath some new life into your marketing campaigns. Have you considered vehicle graphics? This issue will introduce you to some design tips for vehicle wraps, and explore the advantages of this medium.

Also a quick congratulations to the winners of our Open House draws: Roger Snowdon of Media Magic, Janet and Julianne North of Westminster Books, Jocelyn Kerr of Eagle Group Communications, Michael Johnston of Office Complete, Scott Williams of Taylor Printing Group, Tom MacDonald of Royal Bank, Bill Saunders, and Eleanor Murray of Weekenders.



Spring Special

Our unique outdoor bannerstand means you can take your message anywhere you need to be!



Only **\$585.00** including graphic!

Place your order before May 23rd and receive a collapsible lawn chair.

Call or email for details.

Quick Vehicle-Graphic Design Tips

1. Keep the design simple.
2. Limit the number of words used.
3. Use an easily legible font.
4. Keep text on flat surfaces, away from hinges, handles, indentations, & compound curves.
5. Avoid busy backgrounds - they will distract the viewer from the main message.



The graphics on this horse trailer were designed for MeadowGate Farm, owned by Jim and Lorraine Woodford.



Breaking News...

Massive Graphics recently completed 500 Point-of-Purchase banners for Sabian, the cymbal manufacturers located in Meductic, NB. These banners were printed on Massive's new 63" Mimaki solvent printer. The banners were shipped to Sabian dealers all over the world!

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Upcoming Events

May 31st, 2006 - Annual Banquet, Fredericton Chamber of Commerce

Quote of the Quarter...

"The secret of joy in work is contained in one word - excellence. To know how to do something well is to enjoy it."

- Pearl Buck

Trade Show Survival Kit

Scissors	Stapler/staples
Double-sided tape	Extra business cards
Superglue	Adhesive remover
Pens	Pads of paper
Pliers	Screwdrivers
Level	Measuring tape
Velcro	Xacto knife
Extra bulbs	Cable ties
Camera	Breath mints
Gel insoles	Regular tape
Registration info	Nametags



Case Study - Robert Laagland Industries Inc.

When you want to take 2 Harleys to Bike Week in Daytona, Florida, what do you do? Build a big truck to haul them, of course. And to finish it off, you cover it in eye-catching graphics that demand attention...

This is exactly what Mr. Laagland, owner of Robert Laagland Industries, did. He custom-built a private coach to haul 2 motorcycles with complete living quarters, including a kitchen, bathroom, and living room with a pop-out seating area. The unit boasts a flat-screen television with an amazing sound system, and big comfy leather chairs so passengers can travel in style.

Mr. Laagland approached Massive Graphics about putting the finishing touches in the form of graphics on the exterior of the vehicle. While this 13-foot high truck generates lots of attention on its own, adding graphics would really make it stand out in a crowd.

Mr. Laagland wanted to incorporate an eagle into the design, in keeping with the brand of truck he was building. Massive developed a concept including eagles in flight and tribal-inspired graphics. After tweaking the design a couple of times, production was ready to begin.

The majority of the graphics were printed on Massive's new Mimaki solvent printer. This was printed on high-quality vinyl and protected using a laminate designed for this purpose. All materials used were 3M products.

Once all the graphics had been printed and trimmed, it was time to install. Massive's team of vehicle graphics installers spent 2 days applying the vinyl, ensuring that the panels were smooth and wrinkle-free, and dealing with the vast number of rivets in the truck's panels.

The end result was fantastic - the graphics were very clear and crisp, and the truck grabs attention everywhere it goes.



Why a Vehicle Wrap Might Be RIGHT For You!

You've seen them - vehicles covered with splashy graphics - and admit it, they have caught your eye. They shout "look at me", and that's what people do.

That being said, vehicle graphics are not the place to display your entire brochure. Instead, they are meant to increase recognition of your brand or company name. Think about the application - how much text is a driver going to be able to read when passing your truck on the highway? Not much. But they will recognize your logo or name - and coupled with well-designed graphics, are bound to grab attention of those around.

Hesitant about the price? Yes, a full vehicle wrap is expensive. However, the reality is that they are very cost-effective. High-quality vehicle wraps will last for 5 years - for example, at \$4000, this is just \$2.19 per day! There are other benefits as well. First, a full wrap will actually protect the paint on your vehicle - meaning that when you remove the wrap, your paint looks as good as new. Second, you can reach people not exposed to traditional media - those who don't watch TV, read a newspaper, or listen to the radio. Third, a vehicle wrap works for you all the time, when it is parked at the mall or driving down the road. Ever find a salesperson who will work those kind of hours?!

Still not convinced? Full wraps are by far not the only option! You can get a ¾ wrap, a ½ wrap, panel stickers, removable magnets, vinyl for the windows...the options are limitless and can be made to fit every budget.

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