



The new MPI 1105 and DOL 6460 solution is by far and away the most pliable film we have used.

*Mitch Hardiman,
from Triple Eight.*



A winning wrapping combination for a winning team

Now in its fourth season, Red Bull Racing Australia is one of the top-tier V8 Supercar teams in Australia. After clocking up two Drivers Championships and three Teams Championships, it sought a graphics solution that could match its breathtaking performance. Team headquarters, Triple Eight Race Engineering Australia, was recommended and supplied Avery Dennison's new, improved MPI 1105 Easy Apply RS™ cast film and DOL 6460 Premium High Gloss overlaminate. Always ahead of the competition, its powerful lineup of Supercars are among the first in the world to be wrapped in this winning combination.

Same great application performance, only better

The Red Bull Racing Australia team needed graphics that performed on par with its cars and drivers. Team headquarters, Triple Eight Race Engineering Australia, wanted a material as easy to apply as the existing Avery Dennison MPI 1005 Easy Apply RS™ cast film, but with a broader print capability across newer digital inkjet technologies. They found it in Avery Dennison's MPI 1105 Easy Apply RS™ cast film. >



> “The new MPI 1105 and DOL 6460 solution is by far and away the most pliable film we have used,” said Mitch Hardiman, from Triple Eight. He added that the forgiving film was easy to reposition and slide effortlessly into place for precise alignment and optimum conformability. It also produced fewer swirl marks and surface scratches than its predecessor, and was quicker to install thanks to reduced post-heat temperatures.



Eye-catching graphics for powerful brand-building

For any performance sport, looking good is a must for fans and sponsors. The Red Bull Racing Australia team was delighted with the ultra-sharp images and eye-popping colours printed on Avery Dennison’s MPI 1105 Easy Apply RS™ cast film. The new cast film is compatible with all generations of latex, eco-solvent, solvent and UV-curable digital inkjet platforms.

“Aside from the exceptional ease of application, the stunning print performance has been the main standout,” said Peter Jamieson, Commercial head for Triple Eight Race Engineering. “Given the importance of branding, it was critical that we faithfully reproduced Red Bull’s corporate colours. The wide range of colours offered by MPI 1105 Easy Apply RS™ allowed us to match them with exceptional accuracy.”

Of course, seeing is believing. The distinctive red, white, yellow and blue Red Bull graphics have been blazing a trail around Australian tracks, turning heads from Sydney to Darwin.

Materials as tough as the driving conditions

Since Red Bull Racing Australia team competed in grueling conditions ranging from searing heat to pouring rain, it needed a wrapping solution that could withstand weather extremes and resist fading. The recommended overlaminate for Avery Dennison’s MPI 1105 Easy Apply RS™ cast film, DOL 6460 High Gloss Overlamine, delivered increased resistance to scratching, abrasion and stone damage, together with superior UV weathering and heat resistance.

This confidence-inspiring promise is backed by a 5-year finished graphics warranty on vertical surfaces, together with an extended 2-year horizontal finished graphics warranty across Australia and New Zealand.

Ease of application, superior printability and an extended warranty are the formula for success that won over a winning team – Red Bull Racing Australia and its trusted converter, Triple Eight Racing Engineering.

Graphics Solutions

South Asia Pacific
Sub-Saharan Africa

Australia & New Zealand

graphics.anz@ap.averydennison.com

Singapore, Malaysia, Thailand,
Vietnam, Philippines, Indonesia,
Myanmar

graphics.asean@ap.averydennison.com

India

graphics.in@ap.averydennison.com

South Africa

graphics.africa@ap.averydennison.com



Graphics
Solutions