



Making the Estonian Police Fleet stand out

VisiFlex V8000 case study



Graphics
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Decorating the ESTONIAN POLICE FORCE

The challenge

When decorating their 200-strong vehicle fleet, the Estonian Police wanted a product that would really stand out. Every vehicle shared a common challenge: being seen quickly and reliably in any weather or light conditions.



The solution

The high gloss finish and ease of conversion offered by Avery Dennison Visiflex 8000 were key selling points for Estonian converter Convert Consult.

Ahto Piipuu, Owner of Convert Consult, said that he knew from the outset that he would need a visually stunning reflective film with superior features – and one that installed more easily: “Avery Dennison experts were a big help in reviewing project requirements with us, including the police department’s demand for a high-gloss product that would make new vehicles look as attractive during the day as they did at night, under reflected light. The department insisted that the fleet must stand out at all times to draw attention to vehicles and to help them deliver on their mission of public safety.”

VisiFlex V8000 addressed the department’s need for high gloss and high reflectivity, and straightforward computer

cutting allowed rapid production of individual pieces for each car and van. More than 70 vehicles have been decorated so far, with another 130 vehicles awaiting the new upgraded design.

The prismatic technology of Visiflex 8000 uses a solid construction rather than air cells, so no edge sealing is required. It provides exceptional visibility during the day and at night, and six different colours are available, including two fluorescents.

Police Major Kalmer Tikerpe was very pleased with the final result “The VisiFlex™ 8000 product looks amazing on our Police fleet, really nice with its very nice glossy finish, which gives a great look to all cars and vans. I have to say that we are very pleased with the Avery Dennison V-8000 material.”

“ We had to turn around vehicles quickly, using a small application team. We had no room for errors that might delay delivery, so we had to be confident that the material would apply quickly and reliably. Individual pieces were cut quickly by our computer, and we were really amazed by the smoothness of this product. It was very easy to apply even on curved recesses.

This soft film is much easier to handle than conventional stiff prismatics. We did not see many air bubbles during application, and the few that did appear were easily squeezed out from under the film. Another great feature is that no edge sealing is required. This is a real time saver, and it avoids damage to the car’s varnish from excess permanent adhesive. No edge sealer means that the finished application also looks much better. **Ahto Piipuu**





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