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Fleet Decal Rebrand

J. D. Heiskell & Company is a 127-year-old grain and commodity trading business that services parts of the central and western United States and Mexico. The company began in Tulare, California and has grown into the fourth largest feed manufacturing company in the U.S.. J. D. Heiskell & Co. specializes in transferring livestock feed throughout the Midwest, Southwest and Western U.S. with its specialized delivery fleet. When it came time to rebrand their fleet of grain belt trailers and tanks, Idea! Printing & Graphics Inc. of Visalia, California provided a quick and hassle-free fleet graphic installation.

Rebranding for the Elements

Idea! Printing & Graphics Inc. decided to use vinyl decals for the rebranding project. J. D. Heiskell & Company’s tanks and trailers’ were previously branded with aluminum sign faces that were riveted to the trailers.

James Laber, president of Idea! Printing & Graphics Inc., knew he needed a reliable graphic film that could be installed over the ribs and extreme rivets on the trailers, and would be durable in the Southern California weather. He also knew he had to work around the fleet’s busy schedule and the extreme summer heat to complete the installation.

For the fleet rebranding project, Laber and his team removed old logos and applied a new circular logo to the sides and back of the vehicles. Five uniquely sized decals, or “coin logos” as the company calls them, were installed on 24 vehicles. Avery Dennison heard about the project after Laber wrote about it on the Avery Dennison Graphics Solutions – North America Facebook page.

Social Media's Role

"After becoming a fan of the Facebook page, I noticed that Avery Dennison Graphics Solutions – North America was requesting updates on projects completed with Avery Dennison materials. I thought the J. D. Heiskell & Company's rebranding project would be a perfect success story to share on the page," said Laber.

"Before the job, I looked like the guy in the fleet cartoon you posted to Facebook," said Laber. "I was worried about the quick turn around and the extreme elements of the install, but the reliability and conformability of Avery Dennison's material really put me and my team at ease."



Avery Dennison Materials at Work

Idea! Printing & Graphics Inc. attributed much of their success with the rebrand to Avery Dennison products and wrap training. The logos were all printed on Avery Dennison® MPI 1005 Supercast Easy Apply RS™ with DOL 1060 gloss overlaminate. The total installation took the team of Avery Dennison certified wrap installers 18 hours over five different days.

In total, 24 vehicles were rebranded with five different size vinyl decals during the project. 16 Western Trailer Commodity Belt trailers and three Wallinga Tank Trailers had decals installed on the sides and back, and a one yard-trailer was rebranded with decals on each side.

Avery Dennison's Easy Apply™ and Easy Apply RS™ technologies allowed Laber and his team to install the graphics quickly and without waste. They were able to lay the decals on the ribs and extreme rivets of the surface easily on the first try.

"The material went down perfectly," said Laber. "We knew there would be no way to pull up the decals once we put them down, because of the high temperatures during the installation, so it was important for the material to go down as smooth as possible, the first time."

Long Lasting Decals

In the past, J. D. Heiskell & Company had to rebrand their trucks every few years because the logos would deteriorate and didn't stay on the trucks. Idea! Printing & Graphics Inc. wanted to make sure these decals would last a lot longer. Laber chose Avery Dennison MPI 1005 and DOL 1060 gloss overlaminate because of the products' outstanding durability and outdoor performance. Unprinted Avery Dennison MPI 1005 can last up to ten years.

Laber is positive that the conformability and reliability of Avery Dennison MPI 1005 Supercast film resulted in this flawless fleet rebrand project. Laber says he would not have wanted to work with another product on this project.

To learn more about how Avery Dennison can help manage your fleet, visit bit.ly/ADGSfleet, www.graphics.averydennison.com, become a fan on Facebook, or joined our LinkedIn group at bit.ly/CommercialGraphicsSolutions.

Products used:

- Avery Dennison® MPI 1005 Supercast Easy Apply RS™ imaging film
- Avery Dennison® DOL 1060 gloss overlaminate

In addition to fleet graphics, Avery Dennison's digital media is used for architectural, promotional and vehicle graphics.



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