

AJ Sign Company and Avery Dennison® Films Deliver a Killer Truck Wrap for Death Wish Coffee

Founded in 2012 in Saratoga Springs, N.Y., Death Wish Coffee sells its packaged coffee online and in stores. The passionate Death Wish Coffee team is always looking at fresh ways to provide bold, smooth coffee to their customers. Their rigorous process results in a strong cup of coffee with increased aroma and mouth feel, low acidity, and an extra kick of caffeine.

AJ Sign Company, based in nearby Burnt Hills, N.Y., has been in business since 1981, producing custom interior and exterior signage, vehicle wraps and graphics, and other types of vinyl branding. AJ Signs had been providing Death Wish Coffee with signs, banners and wall graphics for about five years when Death Wish tasked the sign company with refreshing its mobile coffee truck with a new graphic design. The truck sells coffee and showcases the brand at locations like Saratoga Performing Arts Center, which attracts tens of thousands of guests each week during the summer concert season.





Making an old truck new again

“This was an older truck that had an old, severely worn wrap on it when it came to us,” said AJ Signs Director of Marketing Tim Szablewski. “We didn’t install that original wrap, so I can’t say for sure, but it probably wasn’t an Avery Dennison® film. It took our team more than 10 hours to remove it.”

From that point the project was a collaborative effort between AJ Signs and Death Wish Coffee. The in-house graphics team at Death Wish provided the design assets while the AJ Signs team worked to measure the dimensions and arrange the wrap on the vehicle.

“This was a beautiful design with only three colors—red, white, and black—so if something was off, you would really notice,” Tim said. “The Death Wish team wanted to make sure the colors were as vibrant as possible and that the wrap would last a long time. We also wanted a film that would be easy to install. All these reasons are why we chose Avery Dennison MPI 1105 Easy Apply™ RS digital wrapping film.”

As for the overlamine, the team stuck with Avery Dennison, specifying DOL 1360 Max Gloss. “The size of the truck and the bold colors of the design that would be exposed to weather and UV were definitely factors for choosing this overlamine,” Tim said.

A challenging installation, a stunning result

John Homburger is the lead vinyl installer at AJ Signs and an Avery Dennison Certified Wrap Installer.

“Our print and installation teams have years of hands-on experience with Avery Dennison products,” he said. “Our installers like working with Avery Dennison materials because they’re high quality, but they’re also forgiving. That was important for this project because the exterior of this truck had a lot of sharp edges and rivets and creases.

“This was a challenging installation, but the materials held up and the final result was stunning,” John continued. “The second the vehicle pulled out of our wrap garage it was clear that we had gotten the vibrant colors and perfect finish that we and the client were looking for.”

“When I went to the Performing Arts Center this summer, there was always a crowd of people getting coffee and walking around the truck and taking pictures,” Tim said.





The DOL Max overlaminates provides excellent durability of up to 7 years vertical and up to 2 years horizontal.

“We did some promotion of our own as soon as the truck was in place at the Center, and we definitely started getting messages and calls. The new Death Wish mobile coffee truck has become a sight to see in upstate New York.”

Visit AJ Sign Company to view their vehicle graphics gallery and other work at ajsigs.com. Visit Death Wish Coffee to check out their Rebellious by Nature branding and order some coffee at DeathWishCoffee.com

Learn more about Avery Dennison Graphics Solutions, including Avery Dennison digital wrapping films at graphics.averydennison.com/mpi1105.

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