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IFES GETS SMART AND WRAPS IT UP WITH INTRICATE LINES

The new Smart Vehicle gets a commercial graphics makeover

March 2008, NATICK, MA - Interstate Food Equipment Services, Inc., (IFES) of Somerville, MA (www.interstatefoodservice.com), teamed up with Intricate Lines, of Natick, MA (www.IntricateLines.com), to assist in the launch of “smart,” visual advertising: A vehicle wrap on the new Smart car.

The Vehicle Wrap was nicknamed by the process in which the graphics are installed. By using a heat-shrinking method, the vinyl adheres to the vehicle, basically, wrapping the vehicle like a gift or package. The graphics are printed on long-lasting, adhesive vinyl, using a large format, eco-solvent inkjet printer and finished with a clear laminate to help protect the printing from excessive wear.

Intricate Lines owner, Bryan Winter, states that the material helps protect paint from chips and fading. The attention it generates is outstanding, with eye-catching graphics, vibrant colors, professional design and a really cool car. It's

a visual explosion that a standard roadside billboard or standard vehicle lettering can't compete with, explains Winter. Best of all, the graphics are completely removable (not reusable) when needed and will advertise to thousands a day. Material manufacturers warranty a three to five year outdoor life. Winter states, partial wrap projects begin at \$1,100.00, while most complete wrap jobs range from \$2200 to \$4600 on average, depending on the vehicle and amount of vinyl coverage.

The vehicle chosen by IFES is the newest, ultra-urban, main-street curiosity to hit Boston's city streets named, “Smart fortwo passion coupe” (www.smartusa.com). The white, silver and black, egg-shaped, two-seater was delivered directly to Intricate Lines from Herb Chambers' Smart center in Boston (www.herbchambers.com). This model of Smart's line-up is intelligently priced at a MSRP of just over \$13k, boasting excellent gas savings, crammed into a “park anywhere you wish” sized package.

For more information on vehicle wraps contact Intricate Lines: cs@intricatelines.com or 508-651-2468



Intricate Lines - www.IntricateLines.com
Interstate Food Service Equipment, Inc. - www.interstatefoodservice.com
Herb Chambers - www.herbchambers.com
SmartUSA - www.smartusa.com