



CASE STUDY

Fleet Rebranding Campaign

OfficeMax Fleet Rebranding

OfficeMax, Craftsmen Industries, and Morgan Corporation collaborated efforts in the implementation of the new marketing image for OfficeMax. The rubber band ball graphics were printed and installed on over 440 trucks during the 2007 - 2008 year. This combined effort consisted of creating an initial design, which was provided by Craftsmen Industries and further developed by OfficeMax's marketing team. The final artwork was manufactured at Craftsmen Industries and installed onsite throughout the country.

Craftsmen Industries printed the OfficeMax graphics on 3M™ Controltac™ Graphic Film with Comply™ v2 Adhesive IJ180Cv2-10 and 3M™ Scotchcal™ Luster Overlaminate 8519 on a Hewlett Packard Scitex TurboJet TJ8300. The TurboJet raises the effectiveness of vehicle graphics and event signage production and prints at a speed of 2,000 square feet per hour. The TurboJet offers price efficiency, quality and speed for larger volume projects. The initial launch involved the installation coordination stemming directly from the Morgan factories in 7 different states, followed by the remaining vehicles which were already in service at the Distribution Centers around the country. UASG and PDAA certified installers were utilized to complete the installations onsite at the Office Max locations.

The OfficeMax fleet rebranding project was awarded as Editor's Choice in the 2008 FleetOwner Award competition. To view the entire article in FleetOwner magazine, visit Craftsmen's website, www.craftsmenind.com >> Company >> Awards.

