

## Using GerberMask for Unique Graphics in Massachusetts



*Karen Souza of Cranberry Signcraft*

Karen Souza started Cranberry Signcraft in 1975 in the back of a VW Bug. Striping and lettering whatever and wherever her customers wanted, it didn't take her long to decide to focus on commercial vehicle lettering, striping and design. It was her passion to create unique, classic, and legible designs that would set her work apart from other's. "My obsessive dedication, drive, and enthusiasm for the craft has helped build a business doing what I love," she says.

Karen has been a Gerber customer for years and says she is a Gerber Shop. Karen says, "I invest in only the top-of-the-line computer and



*Karen apply Gerber mask*

graphics systems, plotters and digital equipment to better serve my clients. When buying materials for lettering, I don't skimp on quality - I use only the finest paint, gold, vinyl and substrate available."

Karen uses GerberMask Yellow Ultra to help



*Karen painting over mask*

her achieve stylized and detailed results. She routinely uses several layers of mask simultaneously and needs the peace of mind that the mask will prevent bleed yet come off cleanly when she removes it. "For me, Gerber's mask is just the right tack."

Gerber's newest mask, GerberMask Yellow Ultra is high-contrast for painted graphics, easy to weed, easy to apply and removes cleanly with no paint lifting or paint bleed. Karen says, "Gerber mask is a consistent and pliable material I can count on."

To find out more about GerberMask Yellow Ultra go to

[www.gspinc.com/mask](http://www.gspinc.com/mask).

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