

EDGE-PRINTED GRAPHICS MASTERING THE VEHICLE GRAPHIC



Fred Weiss, a Master of EDGE Graphics...

One look at a vehicle design by Fred Weiss owner of Allied Computer Graphics of Lake Worth, Florida, and you know he is a master of his craft. A self-described “purist when it comes to fonts”, Fred’s designs are crisp, creative, pleasing to the eye and designed to grow a business.

For example, Cool World air conditioning and refrigeration company had Fred apply a \$300 logo to their lone truck years ago. Recently they brought in their fleet now numbering a dozen vehicles for the kind of eye-catching graphics for which he’s known. Not only did he impeccably apply red Gerber 220 vinyl lettering on the white background, but Fred took it one step further. Using a stunning NASA shot of our blue Earth (look carefully and you’ll see Hurricane Andrew) as seen from space, he printed a large version on his EDGE 2 with the company name superimposed on it. The finished product is a classy visual depiction of the idea of “cool world”.

For a more down to earth composition, Gas Grill Center asked Fred to design graphics for their vehicles. Using dealer promotional material, he selected a digital image of a grill and silhouetted out the background. He then printed it on his EDGE 2 in three horizontal panels using process colors on white Gerber 220 vinyl. Fred is quick to point out that he hand selected the Gerber 300 dpi CMYK profile for the job because it gives him the best color correction. With the intelligently selected fonts as part of the overall design, the results show just what kind of visual punch can be achieved with the EDGE, and another job that’s just out of this world.

For more information call Gerber Scientific Products at 800-222-7446 or visit www.gspinc.com. Contact your Gerber distributor to see a demonstration of the Gerber EDGE FX digital printing system today!

Gerber EDGE is a registered trademark of Gerber Scientific Products. For maximum vehicle durability Gerber recommends Gerber Guard™ or UVGuard™ protective laminating films.

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