

EDGE-PRINTED GRAPHICS MASTERING THE VEHICLE GRAPHIC - PART 2 -



The Hardcore Concrete Cutting van is another striking design by Gary Gower of G&L's Sign Factory in Bethlehem, PA. His task was to create eye-catching graphics to advertise a non-glamorous service. Selecting a bold font with an industrial look, he combined it with a digital photo of a saw blade and printed it on the Edge, again using Gerber 220 vinyl with Gerber Process colors. The overall effect is crisp and striking with a subtle gradient of color that is very appealing. Gary's customer thought so too and brought in a second van for lettering. The price per van was around \$950.

Beginning with his co-op job in technical school, Gary has eighteen years in sign-making and now actually owns that business that first employed him. He is very straightforward when it comes to Gerber as he says, "I learned right away that Gerber, in my opinion, is the best in the sign industry, so why buy any other?" Thank you Gary, we could not have said it better.

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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