

# SUNDAY PLAIN DEALER

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## BUSINESS

SUNDAY, JANUARY 13, 2008 | SECTION G

THE PLAIN DEALER

### MADE HERE

*By Marcia Pledger*

## Name says it all for vehicle wraps, fleet graphics to decals, outdoor signage

**PRODUCT** Pressure sensitive vinyl film

**BRAND NAME:** Avery Graphics Easy Apply EZ RS

**MAKER:** Avery Dennison Graphics and Reflective Products Division

**WHERE IT'S MADE:** Painesville

**HOW IT'S MADE:** The process begins with a liquid mixture of vinyl that may be clear, white, black or pigmented to any color desired. The mixture is pumped from a vat and uniformly applied in a thin layer to a continually moving polyester casting sheet. The mixture then travels through drying chambers where it's heated to form a film. Adhesive materials are added to the film through a series of rollers. A

release liner, or backing, is also added during the process.

**BACKGROUND:** Avery Dennison, a Pasadena, Calif., manufacturer of office products, tagging materials for retail and apparel, and self-adhesive media, has five divisions in Northeast Ohio. The company launched the EZ RS product in early 2007 to take advantage of the emerging growth of full vehicle wraps. "The slideability and ease of installation is what makes our product different," said Joel Ross, marketing communications manager of Avery Dennison Graphics and Reflective Products Division.

**WEB SITE:** [averygraphics.com](http://averygraphics.com)

**SOURCE:** Avery Dennison Graphics and Reflective Products Division



**HOW IT'S USED:** It's printed and cut into a myriad of applications ranging from vehicle wraps and fleet graphics to decals, point-of-purchase, trade show and outdoor signage.