



****FOR IMMEDIATE RELEASE****

CONTACT: *Speedpro Imaging of SF Peninsula*
T: 650.596.3444, E: marketingsfbay@speedpro.com

April 22, 2014

SPEEDPRO IMAGING WRAPS A BAKER'S DOZEN DELIVERY VANS

Delivering sandwiches, salads and delicious fresh-baked goodies is big business in the busy Bay Area. Several local bakery-café's have recently expanded their fleets of catering vans, and they're turning these trucks into rolling billboards with the help of full coverage "vehicle wraps."

Speedpro Imaging, a San Carlos based provider of vehicle wraps and premium display graphics has seen a surge in food-related projects in the past year. "We've been fortunate to work with some great brands like Whole Foods Market, SPUD.com, and Boudin Bakery Restaurants," said Paul Reinhardt, Speedpro's president. "And we just finished our 13th delivery van in the last six months for Specialty's Café & Bakery -- a 'baker's dozen' so to speak." San Francisco based Specialty's now has over fifty bakery-restaurants in California, Washington and Illinois and Speedpro has done van wraps for them in Chicago, Seattle and southern California as well as the Bay Area. The Specialty's vans feature huge photographs of delicious looking pastries, sandwiches and cookies designed to stimulate the appetite and hopefully prompt a telephone or online order.

According to Charlie Walter, Creative Director for Specialty's, "our use of imagery on the Specialty's mini-vans is a perfect example of what makes vehicle wraps fantastic. It's all about making that visual and visceral connection with a potential customer – a picture really is worth 1000 words."

Whole Foods Market in Palo Alto took a similar approach when they had Speedpro re-wrap their Palo Alto based truck, with photos of larger-than-life shrimp skewers, cheese and wine. Boudin Bakery, perhaps befitting their historical stature as a San Francisco

sourdough culinary institution, subtly wraps their refrigerated “Lunch Machine” delivery vans in their familiar red and brown colors. SPUD.com – short for Sustainable Produce Urban Delivery, specializes in delivering fresh, organic fruits and vegetables rather than ready-to-eat meals, but recently worked with Speedpro Imaging to re-wrap their fleet of trucks and vans in San Francisco and Los Angeles. Now their delivery vehicles match their web site and literature, with a row of bright red apples with the look of hand-carved a woodblock print.

Vehicle wraps are created by stretching and applying a specialized adhesive vinyl to a car, truck or even boat. The vinyl is printed on huge digital inkjet printers and protected with a UV resistant clear laminate. The high resolution and color range of these wide format printers provides for great creative opportunities.

As Specialty’s Walters notes: “One of the difficult challenges when developing a brand is not having the color options you want when purchasing off-the-shelf products. Rather than trying to force a neutral color like black or white work for us, we were able to completely wrap the vehicles -- one of our most visible marketing pieces --with brand elements to fully integrate them into a cohesive new brand experience”

If well maintained, wraps can last for five or more years. Since wraps actually protect the paint of vehicles, they are popular on leased trucks and although it costs thousands of dollars to wrap a truck, proponents such as the Outdoor Advertising Association of America claim the return-on-investment tops most other forms of advertising. For the team at Speedpro Imaging, wraps are just part of the portfolio of large format display graphics they offer. “We do so many things – point of sale, exhibits and trade shows, even temporary indoor or outdoor floor graphics – so we try not to take sides in the battles of what delivers the best ROI ...it’s all good” according to Reinhardt.

About Speedpro -- Speedpro Imaging of SF Peninsula, located at 969 Industrial Road, Suite J in San Carlos, CA concentrates exclusively on large format digital graphics and displays. As part of a national franchise system of specialized print studios, Speedpro focuses on color management, quality finishing and fast production cycles to stand out in a competitive market. Examples of our work can be seen online at: www.speedprosfbay.com.