

SIGN & Digital Graphics

For the Business of Visual Communications

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Covered in
Chrome



Wrap Projects

Sign & Digital Graphics presents some of the industry's latest wrap projects. If you have a recent project that you would like to share, please send a sample of your wrap project to mdixon@nbm.com.



All-Chrome Wrap

Canawrap, New Westminster, B.C., displayed their latest Chrome Vehicle Wrap at the 2012 Vancouver International Auto Show from April 3 through April 8.

The vehicle wrap specialists at Canawrap unveiled the “show-stopper” of the 2012 Vancouver International Auto Show, a luxury full chrome-wrapped Lamborghini Gallardo Spyder. The custom chrome vehicle wrap, valued at approximately \$17,000, took more than 70 hours to apply using 3M’s most innovative chrome wrap films from beginning to finish.

Chrome wrap re-finishing has been seen in limited release in the UK and other parts of the world; but because of its unique properties and cost associated with this kind of wrap, very few in North America have ever attempted the challenging use of this unique chrome film.

“Most people have never in their lives seen a chrome wrapped vehicle, much less thought it was even possible!” says Jonathan Glen, owner of Canawrap. “This is an absolutely stunning vehicle wrap applied to a stunning vehicle, I’m positive that it will be a highlight for attendees to the auto show this year.”

Canawrap is a custom vehicle wrap design, production and installation company that specializes in high-impact wrap advertising and custom vehicle re-finishing.

