

Printed Pixel Relies on the Avery Dennison® Graphics Portfolio to Help Tropical Cheese Deliver Consistent Branding

Printed Pixel is a leading creative agency and print provider. From its base in South Amboy, New Jersey, the company offers a wide range of products and services in all 50 states. These include banners, wall murals, vehicle wraps, and graphic installations and removals.

Since 2013, Printed Pixel has counted Tropical Cheese as a valued client. Family owned, Tropical Cheese is one of the leading producers and distributors of Latino-targeted dairy products in the United States. Printed Pixel's work for the company has included wrapping trailers, straight trucks, box trucks, vans, and small passenger vehicles; providing legal lettering (DOT, GVW, etc.) for those vehicles; and producing in-store signage, such as refrigerator graphics, banners, and posters.

An evolving relationship between converter and client

Tropical Cheese has evolved its business in recent years, and the relationship between converter and client has evolved as well.

Initially available mainly on the U.S. East Coast, Tropical Cheese has expanded its market to cities and territories throughout the country, along with the Caribbean, Central and South America, and Europe. In the U.S., Tropical Cheese is now available in outlets ranging from local grocery stores, to major retailers such as Walmart.



Helping to fuel that growth is the company's branding. The bright, energetic, Tropical Cheese logo and accompanying artwork—typically bright photography of appetizing, Latino foods alongside the company's products—graces packaging and displays, along with its fleet of trailers.

As Tropical Cheese has grown, Printed Pixel has helped the company deliver consistency in their branding. "They had some older signage..." says George Kern, Art Director, Printed Pixel. "We moved them to a consistent branding package, streamlined across all of the vehicles and graphics we produce (for them)."

A graphics portfolio with a combination of benefits

In its work for Tropical Cheese, George and the Printed Pixel team have relied on a variety of materials from the Avery Dennison Graphics Portfolio, including the following:

Fleet graphics: MPI 1105 film with DOL 1360Z overlaminate

- Avery Dennison MPI 1105 is a next-generation digital cast film, combined with the DOL Z series overlaminate to provide reliable and durable performance for all vehicle and outdoor graphics needs.

In-store graphics: MPI 2903 film with DOL 2060 and DOL 2080 overlaminates

- The Avery Dennison MPI 2900 series films (including MPI 2903) are engineered for flexibility and dimensional stability. These films are ideal for wide-format printers using eco-solvent, solvent, and latex inks. Available in both matte and gloss finishes, the Easy Apply™ technology of MPI 2903 makes bubble-free application easy.

Cut vinyl applications: SC 950

- Avery Dennison SC 950 is a collection of 133 vibrant and bold, high-gloss and metallic films. They deliver improved range of use and job productivity to meet the demands of today's brands.

When asked why Printed Pixel chooses Avery Dennison Graphics Portfolio, George cites the ease of installation, color consistency and reproduction, and material durability and longevity. "Our installers love working with it," he says.

To learn more about the Avery Dennison Fleet Graphics Portfolio, including MPI 1105 Opaque Series Film, visit graphics.averydennison.com/fleet or contact our Customer Service team at 1.800.282.2379.

