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## **Crush Creative Successfully Completes The Full Graphic Wrap Of The Nextel Monorail In Las Vegas, Nevada**

For Immediate Release

BURBANK, Calif./EWorldWire/April 11, 2005 --- Crush Creative successfully completes a full graphic wrap of the Nextel Monorail in Las Vegas Nevada.

Crush Creative, a Southern California visual communications agency, recently completed the total graphic metamorphosis of a train. Through applying adhesive backed vinyl over virtually every square inch of the Las Vegas monorail (including the inside), the train has transformed into the "NEXTEL Train". What is so amazing about this wrap is that, in addition to a full outside application, the entire inside of the train is transformed utilizing graphics as well. The seat colors are changed, color mylar is added to the light strips, the walls, floors, control panels, ceiling, doors, and all of the trim have graphics applied.

With about 4,300 square feet of vinyl on the inside of a full train and about 4,500 square feet on the outside, the Las Vegas Monorail is one of the largest decals ever applied to a moving vehicle. Originally believed to be impossible, Crush has come up with a unique solution for wrapping rubber molding. Through the experience of Steve Rosenberger, Senior Account Executive at Crush Creative, it was discovered that applying a specific combination of materials that seal in the gases and oils would allow the vinyl to stick to the rubber without discoloring the vinyl. Rosenberger, along with the installation crew, devised a way to do a wet decal application. Wet vinyl applications have never been done before in this situation. This allowed the Crush crew to wrap the entire monorail train in 1/3 of the time it would take to do a traditional dry application.

For aesthetic continuity, Crush wraps the edges of all skids and door compartments. By doing this, the viewer experiences no visual interruption as the entire train passes by. Wrapping the edges of both sets of doors on each car helps riders to appreciate the art work seamlessly. Spray paint on each door pocket and latch that matches the vinyl color adds to the visual impact. Crush has used up to 32 different colors of paint to complete one train.

On the inside of the train, Crush tucks all of the vinyl well under the rubber window molding and under all the seats. This prevents visible seams, so that no vandal can pick or peel away at any of the vinyl. This is complicated and time consuming, but the visual detail and long term durability have proven well worth it.

Crush Creative has been a major supporter of the creative community for over 40 years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

The Las Vegas Monorail is a \$650 million transportation system that runs along the Las Vegas resort corridor, traveling at a top speed of 50 mph. Up to nine trains consisting of four cars each run on a single rail that rises 20 feet high in most areas, its highest point reaching 70 feet above the Las Vegas Convention Center. It connects nine major resorts, linking more than 25,000 hotel rooms and about 4.4 million square feet of meeting and convention space. The system is electric and has helped expand transit along the Strip without impacting air quality. Each year, it will take more than 4.4 million automobile trips off the major roadways and reduce carbon monoxide by 135 tons per year.

\*Other names and brands may be claimed as the property of others.

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**SOURCE:** Crush Creative