



Crush Creative Successfully Completes The Full Graphic Wrap Of The Air Force Reserve Sponsored Jet Car

For Immediate Release

BURBANK, Calif./EWorldWire/Feb. 22, 2006 --- Crush Creative, Southern California based visual communications agency produces and installs first ever complete wrap of the Air Force Reserve Jet Car.

The Air Force Reserve Jet Car is powered by a Westinghouse J-34 jet engine that develops 10,000 horsepower, 6,000 pounds of thrust and can reach speeds approaching 400mph. This engine was originally used in a North American Buckeye T-2A aircraft. The car is made of aluminum and magnesium, weighs 2,300 pounds, is 26 feet long, and uses 40 gallons of diesel fuel for each performance. Two ring-slot parachutes (one is a back-up) can bring the car to a stop in less than 2,000 feet. It also houses an on-board fire extinguisher system. The car is the first jet-powered ground act to break into the air show industry.

To complete this extremely complex wrap, all metal components had to be removed from the vehicle and wrapped individually. To increase adhesion capabilities, a primer was applied to the surface of both the inside and outside of the metal and an edge sealer was used at the point where the vinyl stopped and the metal started. This was done to ensure that the vinyl would not lift. The most difficult element of this project were the fan blades that ran the entire length of the car and the fact the car had many complex curves and that multiple lines had to be matched on both sides.

Using two types of 3M adhesive back vinyl, one of which was a reflectorized variety, Crush Creative was able to accomplish a feat never attempted before by a graphics company. In most cases, reflectorized vinyl can only be applied to a flat surface since removing and reapplying the material pulls the reflector element out of the material.

Using four installers, Crush was able to overcome this obstacle and apply the reflectorized vinyl to a half cylinder. The graphic was a representation of the jet engine as if you were looking through the hood and Crush installers had to line up every inch of vinyl along the seams to imply a single continuous piece. With one of the four installers at each corner, the vinyl was lined up and applied at one time without having to pull it back up.

In addition to wrapping the Jet Car, Crush also completely wrapped the driver's helmet with one seam, making it the first graphics company to wrap a round object. This was achieved using a considerable amount of heat and Crush Creative's expertise in the application of adhesive back vinyl.

Both the owner and driver of the Jet Car were onsite for the installation of this wrap and were extremely happy with the outcome. "The new graphics created for the Air Force Reserve Jet Car are very unique—very futuristic looking. The most cost-effective way of transferring this design on to the complex surfaces of the car was to wrap it in printed, vinyl material," said Bill Braack, Air Force Reserve Jet Car Driver. "Still, physically applying this material was extremely tedious, and the installation team at Crush did just an outstanding job of ensuring the wrap will stand up to the stresses of speeding down a runway at 400mph."

Crush Creative is a member of the Merisel group of graphics companies and has been a major supporter of the creative community for over forty 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.

Merisel is a leading supplier of graphic image arts in the United States with offices in New York, Chicago and Los Angeles. Merisel's mission is to provide Graphic Solutions - Designed to fit your image. This is achieved through four wholly owned companies—Color Edge Art, Color Edge Visual, Comp24 and Crush Creative.

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

HTML: <http://www.eworldwire.com/pressreleases/13859>

MOBILE: <http://e4mobile.com/pressreleases/13859>

PDF: <http://www.eworldwire.com/pdf/13859.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/1668.htm>

LOGO: <http://www.eworldwire.com/newsroom/1668.htm>

CONTACT:

Barry Polan

Crush Creative

1919 Empire Avenue

Burbank, CA 91504

PHONE. 818-842-1121, ext.3015

FAX. 818-562-1063

EMAIL: barry.polan@crushcreative.com

<http://www.crushcreative.com>

KEYWORDS: Crush Creative, Merisel, Printing, Vutek, Advertising, Communications, Lambda, Icut, Graphics, Display, Vehicle, Wraps, Vinyl, Air Force, Military, Transportaion, Aerospace

SOURCE: Crush Creative