



## Award-winning Crush Projects Receive Acclaim in Signs of the Times' First Vehicle Graphics Contest

For Immediate Release

BURBANK, Calif./EWorldWire/Dec. 12, 2007 --- Crush Creative, a Southern California-based visual communications agency, takes the lead once again with four vehicle wrap projects that have been awarded top places in the 2007 Signs of the Times Vehicle Graphics Contest.

Approximately 256 entries were received from 57 companies, including submissions from Canada, England, Mexico and Jamaica. Despite the fierce competition and painstaking scrutiny of each submission, Crush was awarded first place for the NBA All-Star Game Monorail and second place for the Visit Las Vegas Monorail in the Transit Graphics category. In the Promotional Vehicles category, Crush received third place for the Smoke and Thunder Tractor and Trailer graphics and an honorable mention for the Mini C-17 Truck and Trailer graphics.

Branching from the annual International Sign Contest, Signs of the Times, the leading source of comprehensive sign-industry news, held their first competition this year strictly for vehicle graphics. Eight different categories were used to encompass the market's broad spectrum, including: Hand painted/Gilded, Pinstriped, Service Vehicles, Promotional Vehicles, Transit Graphics, Fleet Graphics, Signshop Vehicles and Unique Vehicles.

Judging for the contest was based on the following criteria: theme (effectively conveying an identity through vehicle graphics), complexity (both in terms of graphic layout on the vehicles allotted space and the fabrications degree of difficulty) and artistic merit (overall aesthetic appeal).

Specific characteristics of each Crush design made the winning wraps stand out in the competition. The NBA All-Star Game Monorail project, for example, was no easy feat as it required a horizontal installation; this meant ensuring that each piece of the 35 foot vinyl lined up precisely. No detail was overlooked - all 32 of the train's door handles were painted to match the wrap. This, along with the fact that the inside was designed to look like a basketball court, made the project a city spectacle that undoubtedly created a buzz among monorail passengers.

The Visit Las Vegas Monorail was also very complex. Crush Creative's Steve Rosenberger explained, "We had to make sure all the lines lined up correctly, left-to-right and car-to-car. One of the hardest parts was carrying the reflective vinyl to the nose and over the fins pocket lights. When you look at the 150-ft. long monorail, your eyes never stop on any door or skirt edge."

The Air Force's Smoke and Thunder Tractor and Trailer wrap was a unique project because the client stipulated minimal seams. The Crush solution: wrapping all doors, fenders, bumpers, gas tanks and steps with only one piece of vinyl.

The full article and complete list of winners can be found in the December 2007 issue of Signs of Times.

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### CONTACT:

Barry Polan  
Crush Creative

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1919 Empire Avenue  
Burbank, CA 91504  
PHONE. 818-842-1121, ext.3015  
FAX. 818-562-1063  
EMAIL: [barry.polan@crushcreative.com](mailto:barry.polan@crushcreative.com)  
<http://www.crushcreative.com>

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