

Visionscapes for the highway

Water and tires place high in the 2003 Commercial Fleet Graphics Awards, while a landscaping firm takes top daytime honors. **By Avery Vise**



First Place, Day category

Visionscapes Inc., Tucker, Ga.

Fleet markings designer: OCD Studios, Suwanee, Ga.

Marking material supplier: Media Vehicles Graphic Solutions, Suwanee, Ga.

Adhesive film supplier: Avery Dennison/Graphics Division North America, Painesville, Ohio

Vinyl banner supplier: Ultraflex Systems Inc., Rockaway, N.J.

The heyday of painted trailer and truck body graphics is long past, but the competition for the 2003 Commercial Fleet Graphics Awards demonstrates just how far technology has come. Adhesive decals became the dominant media years ago, but in the latest competition, which is sponsored by the National Private Truck Council and *Commercial Carrier Journal*, two of the three winners in the day category incorporate non-adhesive marking material that is affixed to the trailer by use of a framing system.

The winner in the day category, Visionscapes Inc., uses both adhesive media and framing for 12 straight trucks in its fleet. "We were looking for a design and application that would provide dramatic impact and enhance the advertising reach of our fleet, while at the same time maintaining the flexibility to re-invent our image as business demands," says Frank Coleman, president of the commercial landscaping firm based in Tucker, Ga.

Visionscapes' supplier, Media Vehicle Graphic Solutions, used decals on contoured truck surfaces — the cab — but installed its Side Track framing system on the cargo box. The vinyl banners offered Visionscapes the ability to change out graphics easily while preserving the previous graphics for possible future use.

About the award

Since 1978, the National Private Truck Council and *Commercial Carrier Journal* have co-sponsored the Commercial Fleet Graphics Awards to recognize individual and corporate commitment to excellence in the design and use of commercial vehicle markings.

The awards recognize several important objectives. Attractive equipment enhances the public's perception of the motor carrier industry, and outstanding fleet graphics represent cost-effective marketing of a company's products and services. Reflective graphics in particular may even improve the margin of safety by establishing visibility beyond minimum conspicuity requirements.

The Commercial Fleet Graphics Awards competition is open to fleets operating vans, straighttrucks, tractor-trailers and buses. Excluded from the competition are fleet cars and one-of-a-kind, special purpose vehicles, such as show trucks. The contest has two categories: Day and Night, and there is no distinction for vehicle type. Each category has a first-, second- and third-place winner; an optional honorable mention place may be awarded at the judges' discretion.

Entries for 2003 were judged by Stephen Campbell, executive director, Commercial Vehicle Safety Alliance; George Mundell, senior vice president, National Private Truck Council; Linda Longton, vice president-editorial, Randall Publishing Company and Tony Breland, CCJ's art director.



COMMERCIAL FLEET GRAPHICS AWARDS • TRANSMISSION FAILURES

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Width: 102 inches

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Amount Per Serving	
Calories 10	
Total Fat 100%	
Sodium 100%	
Total Protein 100%	
Dietary Fiber 100%	
Sugars 100%	
Cholesterol 100%	
Vitamins 100%	
Minerals 100%	
Other 100%	

