

# Colorful Images

*Light & Medium Truck's inaugural Graphics Contest illustrates how important a good-looking truck is to a company's image — and business.*

**VISIONSCAPES**, a commercial landscape design firm in suburban Atlanta, won first place in the Light & Medium Truck inaugural Graphics Contest.

The company's 21 trucks, consisting of Toyota Tundra pickups and Isuzu low-cab-forward trucks, use a unique mixture of vinyl wrap and interchangeable panels for the graphics. The current scenes are the second

series for the company, said Bill Moser, president of Media Vehicle Graphic Solutions Inc., Suwanee, Ga., the graphics supplier.

The pickup trucks, the cabs and rears of the box trucks are covered with Avery adhesive vinyl wrapping. The sides of the box trucks use an interchangeable display system consisting of a frame mounted on the body with

seamless vinyl panels attached to the frame. All the pieces, both the vinyl wrappings and the vinyl side panels, were also laminated to prevent fading from ultraviolet light, said Moser.

The graphics were designed by OCD Studios, Suwanee.

