



Eaglecrest Technologies collaborate with Think Big Printing to rebrand their fleet using 3M™ Print Films.

Eaglecrest Technologies recently upgraded their 12-vehicle fleet with a combination of 3M™ Print Films, the results are fantastic! 3M and Think Big were able to offer a solution to Eaglecrest, providing a new look and brand identity for the IT experts!

Eaglecrest Technologies provides value-adding technology solutions for business organisations. They are made up of highly accredited, professional and experienced IT experts providing market-leading IT support and of course need a fleet to keep them mobile .



To ensure their fleet matched their valuable reputation, Eaglecrest worked with 3M Gold Select Partner, Think Big Printing.

The project has allowed both businesses to combine their business offerings and the results are impressive!

The Eaglecrest fleet is wrapped in 3M™ IJ180mC printable film with a flash of 3M™ Gloss Cosmic Blue G377 Wrap Film to add impact to the design, as recommended by Think Big Printing to add a touch of class.

The team at Eaglecrest recognised that applying graphics to their fleet served as a valuable branding tool and is very cost effective to implement when compared to other types of advertising available.

A key benefit of wrapping your fleet with 3M material includes the opportunity to purchase white vehicles which can also be cheaper up front, but also deliver a higher resale value.

It is also true that 3M films protect your fleets paint work, retaining even more value in your vehicle. By choosing a quality wrap film, it is much easier to unwrap during the de-fleet process. 3M products include

To find out how you can transform your fleet with 3M and range of film products visit 3m.com.au/fleet or 3m.co.nz/fleet for more details.

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removable adhesive allowing wrap to be removed without damage.

With Think Big Printing choosing a premium quality printable film, it really set the tone for Eaglecrest. 3M™ IJ180mC printable film is known and loved for its performance, dependability and versatility. When combined with 3M™ Gloss Cosmic Blue G377 Wrap Film, it really stands out for its vibrant colour pallet and conformable properties.

Both materials boast the new Comply™ micro technology providing an even easier, faster and better-looking installation thanks to the air channels allowing air to escape, ultimately getting your fleet on the road faster.

To support this, both films are designed with 3M™ Controltac™ adhesive, which aids repositioning as it glides on microbeads, allowing elaborate printed designs to be lined up perfectly.

Scott Lovell, Managing Director of Think Big Printing commented, **“We love the 3M film offering because of its conformability and ease of application which makes installation quicker and fault free. Being faster means that we can be more efficient and offer more competitive pricing to our customers.”**

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