

# Delivering precision with visual impact.

## 3M™ Print Wrap Film IJ280

Energy Logistix - Supply Chain Partners  
Adelaide

### ► Background

Panagraphix, an installer of 3M for over two decades, offers 25 years of globally renowned design expertise and art direction. Energy Logistix approached Panagraphix to provide a design solution for their comprehensive branding project for their array of fleet vehicles.

Energy Logistix is a nationwide supply chain operating throughout Australia, transporting essential cargo to various destinations including mining sites, cities, and even remote outback regions.

The primary goal of this installation was to effectively create and apply a versatile design that would be suitable to fit across Energy Logistix's wide range of vehicles. Given Panagraphix's longstanding and strong relationship with Energy Logistix, the recommendation to use 3M™ Print Wrap Film IJ280 came with great confidence.

*"3M™ Print Wrap Film IJ280 holds around the many rivets on the fleet vehicles, which is essential for this area of work. Resulting in a nice clean finish on the Energy Logistix trucks."*

*Matthew - Panagraphix Director*





## ► Situation

Energy Logistix needed a premium printable film that had exceptional conformability and the strength to endure challenging conditions. The film needed to not only deliver high-quality print results but also withstand the demanding environments where their fleet operated. Ensuring that their branding remained vibrant and intact over an extensive period.

Panagraphix needed to create a universal design that would seamlessly adapt to their assortment of vehicles. Ensuring a cohesive and visually appealing finish for their entire fleet.

## ► 3M Solution

Panagraphix confidently recommended the use of 3M™ Print Wrap Film IJ280 to provide this solution. 3M™ Print Wrap Film IJ280 is 3M's best-in-class vehicle wrap which offers exceptional performance and print quality. It's versatility allows it to be applied to both flat and curved surfaces, making it suitable for large fleet applications.

The tack of the new adhesive is low enough to easily slide or reposition the film. It won't tack on the surface until you want it to. It's also high enough that you can trust the film to staydown.

3M™ Print Wrap Film IJ280 has better comfortability into deep recesses and requires very minimal heat. This quality proves exceptionally advantageous for projects such as this, especially when dealing with the extensive variety of Kenworth trucks featuring numerous rivets, where precision is of utmost importance.

3M™ Print Wrap Film IJ280 offers strong adherence once it's in place to ensure long-term durability. It protects against exposure to UV rays, temperature fluctuations, and environmental elements. This ensures that the graphics maintain their vibrancy and premium quality over an extended lifespan.

## ► Results

The application of 3M™ Print Wrap Film IJ280 by Panagraphix was certainly a triumph. The extremely conformable vinyl was perfect for this intricate and large scale installation.

Panagraphix were able to tack the Energy Logistix "star" with gentle pressure, allowing for easy adjustments if necessary. Panagraphix also used minimal heat to push the vinyl around the rivets, ultimately speeding up the whole process. It helped Panagraphix get the job done quickly and right - the first time.

The vinyl produced high quality, eye-catching vehicle graphics, offering exceptional performance, print quality and productivity which significantly enhance Energy Logistix's visibility and recognition on the road.



*"3M™ Print Wrap Film IJ280 allow vibrant colours to be produced like never before. They bring creative visions to life, with graphics that leave a lasting impression."*

*Matthew - Panagraphix Director*

#### IMPORTANT NOTICE.

The results and outcomes of case studies or testimonials should not be interpreted as a guarantee or warranty of similar results. You are responsible for evaluating the product and determining whether it is suitable for your application. Please refer to 3M published specifications for product and warranty information.