



VISUAL
MARKING
SYSTEMS



TRANSFORMING A FLEET *from stubborn to stunning*

How VMS Expertly Removed Stubborn Vinyl and Preserved Vehicle Integrity for a Stunning New Look



CHALLENGE

When VMS took on the task of rebranding MMT Ambulance's fleet, we anticipated a straightforward process: remove the old vehicle graphics and apply vibrant new wraps. However, we soon encountered a challenge. The existing graphics were made from diamond-grade reflective vinyl, known for its durability—and its difficulty to remove. Our team had to carefully remove the old graphics without damaging the vehicle's surface, but the vinyl left behind a stubborn adhesive, complicating what seemed like a routine job.

SOLUTION

Faced with this sticky situation, our PDAA-Certified Installation Crew quickly adapted. Leveraging their expertise, they meticulously removed the old adhesive while ensuring the paint underneath remained intact. The crew spent over 12 hours carefully using specialized tools like a vinyl zapper, chisels, and adhesive remover to prevent damage and prepare the vehicles for the new wraps.



Our priority was clear: protect the vehicle's integrity while ensuring a seamless application of the new graphics. Improper removal could have led to costly damage, but our team's experience ensured the process was handled with precision and care.

RESULTS

VMS successfully rebranded MMT Ambulance's fleet, applying high-quality, vibrant new graphics that met their branding needs. By choosing Arlon DPF 2400 fleet-grade reflective film, which was printed with MMT Ambulance's blue and white chevron design and then finished with a clear overlamine, we ensured both durability and ease of removal for future replacements. The new graphics not only gave the ambulances a fresh look but also provided long-lasting protection for their vehicles.

Despite the unexpected challenge, VMS delivered a stunning result with a flawless finish, allowing MMT Ambulance to get back on the road with their newly rebranded fleet—ready to serve, and with fewer worries about future graphic removals and replacements, saving time and resources in the long run.

MMT Ambulance™