



Pierce Transit's commitment to clean energy — highlighted with expert vinyl wraps.



When our client needs it done, we get it done.

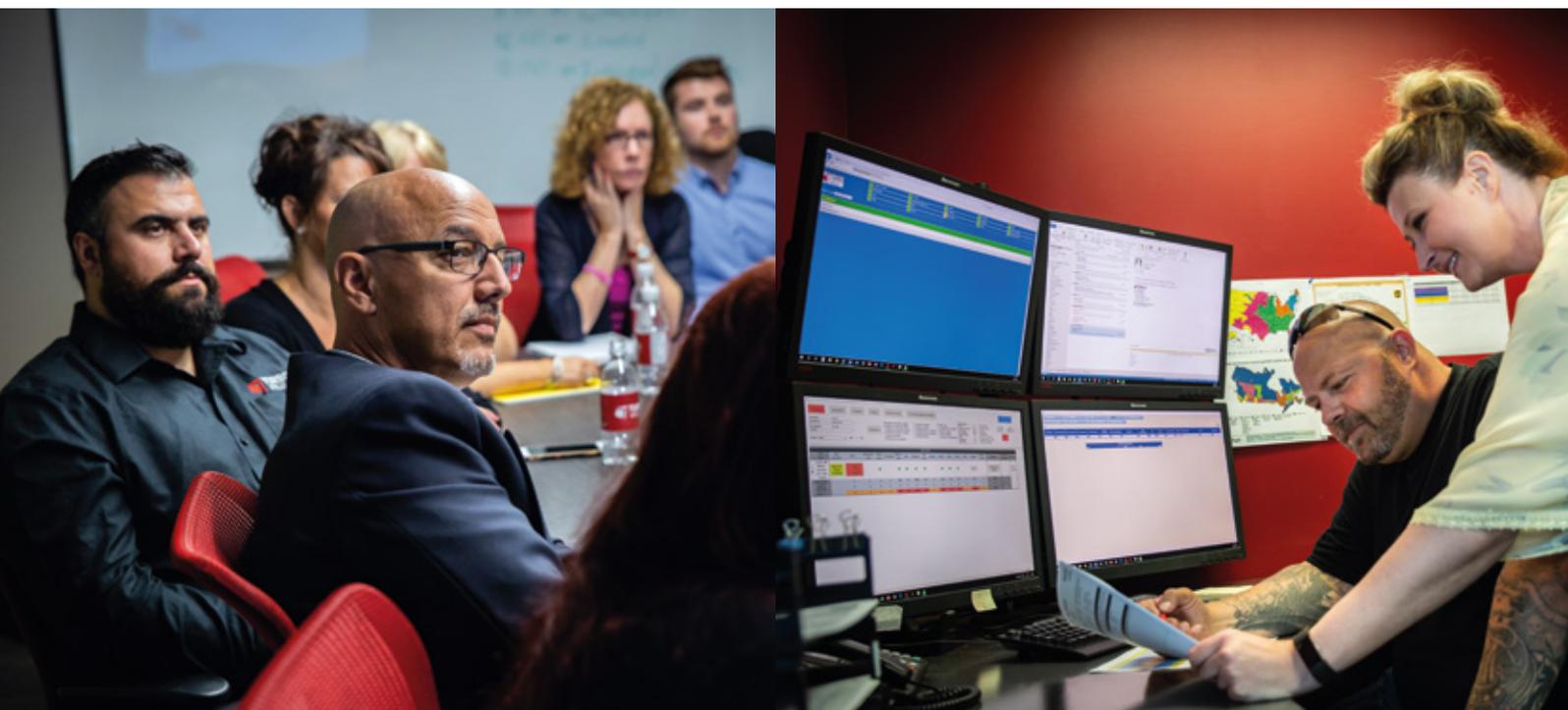
Situation

Serving Washington's second largest county, Pierce Transit has a long history of embracing newer, clean energy technologies to reduce pollution, so when they acquired 6 battery-powered 40-foot Electric Gillig buses — some of the first off the assembly line — they knew they wanted to announce to the public that they are powered by electricity! But how? Pierce determined that full vinyl wraps were the most efficient, impactful and durable method to get these battery-powered buses noticed — and they chose Turbo Images as their fleet graphics provider.



Why did Pierce Transit choose Turbo Images?

- **The benefits of vinyl graphics over paint were clear.** Before partnering with Turbo Images, Pierce had a fleet of Proterra electric buses that were branded using a combination of paint, cut-vinyl and decals, done by another vendor. But they knew vinyl wraps would be a better choice for their new Gillig buses. Why? Since they were going for a very bold design with complex branding, they needed the high level of intricacy that is possible with vinyl. They also wanted to ensure that the graphics would be easy to replace should damage occur on the road. Vinyl wraps — and partnership with Turbo Images — would provide Pierce an efficient process for restoring damaged buses to their full, original look. This wouldn't be possible with paint.
- **Competitive pricing, proven expertise, and the ability to meet their timeline.** It was important that Pierce Transit choose a fleet graphics provider who was fairly priced, had a track record of branding buses (we have 25+ years of rigorous specialization in fleet graphics), creative examples, and the ability to meet their project timeline. Turbo met all of these needs — and then proceeded to exceed Pierce's expectations.



How did Turbo bring the project to life?

For this subfleet of battery-electric buses, Pierce wanted to emphasize that they are powered by electricity. They also sought a bold, sleek, vibrant and memorable look that would impart a sense of movement and energy. Here's how Turbo delivered:

- **Taking inspiration from existing design — and bringing it into the future.** Pierce had rebranded recently, but they still wanted the new Gillig buses to have some continuity with the design of their existing Proterra buses. We designed wraps that took inspiration from the “leaf/electric circuitry” elements in the Proterra branding — but took it into the future with modern design and a fresh color palette.
- **Thoughtful, exacting, expert implementation.** One of the many benefits that come from choosing a fleet graphics provider with 25+ of experience is that we care about — and know how to customize for — every single detail. Seeing as these new buses were fresh off the assembly line, we were dealing with an entirely new model of vehicle. Pierce noticed and appreciated our attention to detail when it came to the nuances of these new buses. All the vents, lights, compartments and angles were taken into consideration when placing design elements and of course, when expertly installing the wraps.



Success

Through design, printing and installation of eye-catching vinyl wraps, we were able to showcase Pierce Transit's commitment to clean energy in a way that proudly represents their organization and demonstrated our ongoing commitment to excellence.

“Turbo Images did a great job designing, producing and installing outstanding wraps that vividly proclaim Pierce Transit’s commitment to a diversified and environmentally-responsible fleet. The process was organized and efficient, and handled expertly. Turbo was a great partner to us as we prepared to introduce these state-of-the-art buses to the people of our community.”

- Michael Griffus, Pierce Transit CEO





To secure that gold standard in finished graphics warranties, contact Turbo Images today. Our 3M MCS certified team is standing by to demonstrate our commitment to excellence, all while providing you peace of mind about your investment.

All of our work is covered by the MCS Warranty, which offers you full all-inclusive protection for 7 years. If anything should happen between now and then, we will make it right—at our cost.

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