



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

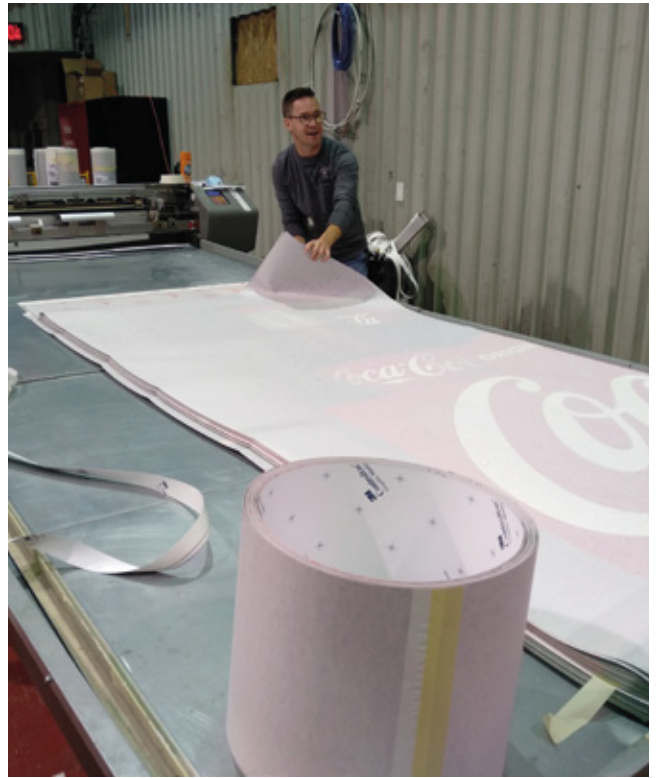
**Turbo Images wraps 492  
trailers for Coca-Cola in 28  
locations — in just 7 weeks.**





# Challenge

Coca-Cola needed a mid-life refurbishing on its trailers — and they needed it done *fast*: **produced and installed in 7 weeks. With 492 trailers, located at 28 different hubs across Texas**, it would be a logistical feat. Especially over the Thanksgiving holiday; these trailers were on-the-move filling orders! This project needed to be done with minimal downtime, **budget-efficiency**, lightning speed, and of course, impeccable quality.



# Solution

True to our name, Turbo Images was ready to move fast. The client presented this opportunity, and we were under-contract and **in-production within 3 days.** No time to waste! Our solution included:



- **Rapid expansion of our pipeline to 24-hours a day.** We quickly created an additional production line to meet this output demand and tight timeline.
- **Multi-site coordination of 492 units while sustaining current workflow.** We integrated ourselves into our client's chain logistics to avoid downtime and coordinated every install with each site's fleet manager.
- **Expert material selection.** After understanding the client's needs, we chose [3M Material 180mC](#) (which comes with the best warranty on the market) along with UV Protection to ensure longevity and keep the color true.
- **In-house printing with G7 color matching certification.** Coca-Cola's trademark red needed to be perfect and consistent — and through our best-in-market color matching expertise, we made sure it was.
- **Budget maximization by wrapping over existing graphics.** To save the client money, and because we could do so with no downside for the client, we cleaned the surface of the trailers and wrapped over their existing graphics (using a 3M material that would support this).
- **Navigating a moving fleet.** A plan is one thing. The ability to adapt is another. Even the best plans can leave you with last-minute surprises — like inclement weather or trailers being delayed. We had *Plan B* and *Plan C* ready, and coordinated efficiently.

# Success

492 trailers are now traveling through Texas with impeccable Coca-Cola branding, under the best warranty in the marketplace — which will last for the remaining **lifetime of the trailers**. What would be impossible for most companies is done for us, all because of tremendous determination from our employees, and a **passionate commitment to client satisfaction**.

*“Thank you to our Turbo Team, and thank you to Coca-Cola for making the project a pleasure! 🐶”*

**- Arthur D. - Coca Cola**



**250,000**  
sqft vinyl



**492**  
trailers



**7**  
weeks



**28**  
different locations



**6,000**



# Best Practices

How was it possible to accomplish such a lofty goal in a short amount of time? Here are a few tips:

- **Design: ready!** The client came to the table with the design ready to go.
- **Teamwork.** Coca-Cola's team was responsive and helped us coordinate — truly a great team effort.
- **Top-quality material and installation** ensures beautiful, lasting results.
- **Color matching.** Using a provider that has G7 certification will ensure color consistency at the highest possible level.
- **Expansive team.** Having a partner who has the capacity to expand and adapt will help expedite timing.





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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