



JAXWRAPS

fleet advertising

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JaxWraps is Official Graphics Sponsor of Jacksonville Barracudas

Jacksonville, FL (July 17, 2006) JaxWraps, the Jacksonville-based vehicle wrap and custom graphics company, announces it has signed on as Official Graphics Sponsor of the Jacksonville Barracudas hockey team.

JaxWraps' first call to duty as the Official Graphics Sponsor was to wrap the exterior of the Barracudas' 43-foot team bus. The bus now displays pictures of the team's players and the Barracuda cheerleaders, the Ice Girls.



"We turn vehicles, ranging from passenger cars to buses, into rolling billboards for our clients. For the Barracudas we started with an idea and took it from concept to completion. This is what we do best," said Jim Burns, president of JaxWraps fleet advertising.



As the Official Graphics Sponsor of the Jacksonville Barracudas, the Southern Kingfish Association, and Braun Racing, JaxWraps' work has been seen by hundreds of thousands of people. The buzz has spread, with clients as far away as Tallahassee now coming to Jacksonville for a JaxWrap.

The cost to wrap a vehicle at JaxWraps depends on its size and level of difficulty. Wrapping a typical car costs from \$3,500 to \$4,000, making a vehicle wrap a feasible option for advertising looking for out-of-the-box solutions. With a five-year 3M warranty protecting the wrap's materials, advertisers can count on a rolling billboard to build brand awareness at a cost of only about \$60 per month.

JaxWraps has created high-impact graphics and custom wraps for boats, trucks, cars, vans, buses, RVs and race cars. The JaxWraps application offers a high-tech solution to mobile marketing and is completely reversible with no long-term effects on a vehicle's paint or body. The wraps are created using "best-in-industry" vinyl and solvent inks—which don't just adhere to the vinyl but actually are absorbed by it to prolong their life.

"Our product speaks for itself. Our advertisement is our product. It makes a whole lot of noise all on its own," said Burns.

With a long list of satisfied clients, including quick-service restaurants Moe's Southwest Grill and Whataburger, sports teams like the Jacksonville Suns and pest companies like Turner Pest, Green Frog Services and McCall's, JaxWraps is the one to watch in this emerging field.

The Jacksonville Barracudas are a Southern Professional Hockey League ice hockey team and play at the Veterans Memorial Arena. For more information about the Barracudas, call (904) 367-1423 or visit www.jaxcudas.com. For more information on JaxWraps, call Jim Burns at 904-519-9100 or toll-free at 877-JaxWraps, or visit www.jaxwraps.com.