

October 2020

Graphic Signage Case Study



Keep your branding message loud and clear – day in day out with Tedlar® protective film. Tedlar® helps to preserve the appearance of graphics in even the harshest environments like driving at 200+ mph down a race track! Teaming up with General Formulations, Tedlar® Graphic Film was used as the top layer for the vinyl car wrap on the Josh Williams No. 92 Chevrolet Camaro during the 2020 Talladega Superspeedway race in Alabama. Resistant to abrasions, scuffs, stains and graffiti, Tedlar® makes an excellent protective layer for automotive wrapping. Protecting the message from fading, cracking and vandalism, allowing the brand or messaging to shine through.

Area of Application: Automotive Wrapping

Year of Use: 2020

Location: Talladega Superspeedway: Xfinity Series



For more information visit: www.tedlar.com