



Delivering the whole hog: Colour and Impact a winner for Hoggs Plumbing

With over fifteen years of experience, Tradie Wraps has developed a reputation for delivering excellent branding, successfully carving out a niche in the highly competitive branding and wrapping market.

When Hoggs Plumbing approached Matthew Adams, Managing Director of Tradie Wraps, they envisioned a vehicle graphic that would be fun, bright, and convey a simple yet impactful message. It took a week to finalise the design as Jake Hogg, the owner of Hoggs Plumbing, worked closely with Tradie Wraps' in-house designer, Jake Chesson, to ensure every element was fit for purpose.

The ethos behind the design was to create something that would not only catch the eye but also resonate with the audience. The final product instantly captures attention and delivers a crystal-clear message.

Challenges arose, first with the vibrant pink colour chosen for the wrap. Tradie Wraps worked tirelessly to ensure that the pink was accurately reproduced on the Avery Dennison MPI 1105 wrapping film, printed with their HP Latex 560 printer. The team printed several swatches and test samples to ensure suitability. Adams says "The ability of the printer to maintain the brightness of colours was instrumental in achieving the desired result; it has excellent colour reproduction and brightness." The project was finished by installing DOL 1460z overlaminates, offering protection for the printed graphics.

When applying the wrap on the Hyundai Van, the recesses presented another challenge, especially in the rear window panel, demanding precision during the application process. Adams notes, "Overstretching into these recesses could risk losing the vibrancy of the print. It was essential to adhere to the designer's specifications and take the time to ensure a flawless application so there was no loss of vibrancy in the final product."

Adams says the lesson is clear for those embarking on similar projects: patience is paramount. Taking the time to meticulously plan the layout, closely examine the mockup, and adhere to the designer's vision are crucial steps. This attention to detail ensures that the result meets and exceeds client expectations.

Adams says the ultimate reward was when they handed over the finished product to the customer. Witnessing the client's vision come to life and their genuine excitement was a truly gratifying moment for the team. "Handing this vehicle back to Jake reinforces that we have not just wrapped a vehicle; we have transformed a business image, and seeing Jake so stoked is so gratifying", concludes Adams.

