



PRAXIS



Auf den Lack geschneidert



Intax produced a foil-coated football shirt design for Lotus Emira.

As sponsor of regional league club VfB Oldenburg, Intax developed a very special design: a vehicle was designed to look like a football shirt — as the team's "twelfth man", so to speak. The occasion: Intax was planning a sponsors' evening to present itself and its services to around 100 invited company representatives. The idea of "dressing" a car in a jersey was a perfect fit for the sporting setting. The Lotus Emira from another sponsor was the ideal vehicle for the project. "The vehicle was going to be wrapped anyway, so it was the perfect opportunity," explains Marco Kimme, Managing Director of Intax. The finished vehicle was finally presented at the event — as a vivid example of what

With creative foiling and individual design, anything is possible.

Car dressed up

Even though the implementation was routinely feasible for the experienced Intax team, the project generated great enthusiasm internally. "Our first thought was: Cool, finally something unusual again! Small projects like this show that you haven't lost your inner child — and that you enjoy doing things that others might think are crazy," says Managing Director Marco Kimme.

Three designs were initially developed for the vehicle — all based on the club colours of blue and white. Ultimately, however, an authentic version was chosen: the official home jersey design. White base colour with blue stripes — this exact look was transferred to the Lotus Emira. The base wrapping was carried out using 15 running metres of CYS TPU-G200.

Gloss Arctic White — a high-gloss, solid-coloured paint protection film. To ensure that the film's special deep gloss was shown to its best advantage, the vehicle's paintwork had to be thoroughly cleaned and polished beforehand. "Even the smallest imperfections would have affected the surface appearance," says Marco Kimme. The extra effort was worth it: "The gloss and colour depth of this TPU film give the vehicle a high-quality look that cannot be achieved with classic PVC film."

For the design applications, such as the striped pattern, a digital printing film with smooth adhesive and increased adhesive strength was used. The 3M IJ1B0 with gloss laminate was used here, a total of around five square metres, printed on an Epson Surecolor S80600. The TPU surface is slightly hydrophobic, which repels dirt but still allows for easy labelling.

Leap into the deep end

The wrapping itself went smoothly overall — even though the Lotus Emira, with its many curves, presented a slight challenge. "What's more, our film applicators are still learning how to work with the new, modern three-layer TPU films," explains Marco Kimme. "But it was much the same with PVC or PU-PPF films at the beginning — learning by doing is the best approach here. Over time, you develop a feel for the material."

Intax deliberately opted for a grand unveiling to present the finished vehicle: during the sponsors' evening event, the freshly wrapped Emira was presented not only to the vehicle owner, but also to the partner companies and the VfB Oldenburg team in attendance. The first impression? Around 150 surprised and mostly enthusiastic faces. Everyone agreed: this is a star...

"A great result and a fantastic opportunity to express suffering," reports Marco Kimme. Presenting the project so prominently quickly paid off: several guests immediately expressed interest in working together — from classic fleet branding to the refinement of sports cars.

Practice makes perfect

Marco Kimme and his team developed a passion for vehicle wrapping at an early age: "As children, we used coloured pens to customise our toy cars. Today, we get to do the same thing with large, sometimes very impressive vehicles using wraps. We create solutions for the automotive industry, fleet operators and commercial customers, and regularly delight customers when we are allowed to create something special for their favourite car." For Marco Kimme, there is nothing better. The current tense economic situation due to recent political events is no secret — but the managing director is delighted that Intax is still receiving orders for foils and creative vehicle solutions. It is important to always keep your eyes open and look for potential for further development. The new TPU films, for example, offer major advantages over PVC films, including gloss level, colour depth, twice the durability, stone chip protection and self-healing surfaces. Even though it may be "more convenient" to stick with familiar materials, it is worth being open to new things. "TPU films offer excellent opportunities for high-quality wrapping. This is a game changer and will also inspire customers who may have been sceptical about wrapping in the past," Marco Kimme is certain.

Sina Eilers



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