



DRESSED TO IMPRESS

Bristol based Bence Creative delivers technically accomplished advertising and livery graphics for Cobra Puma Golf...

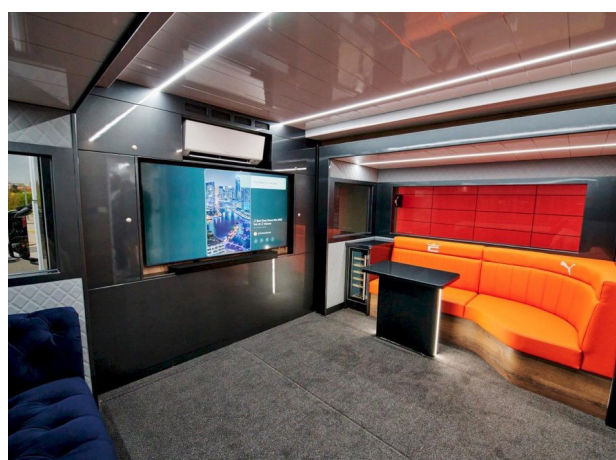
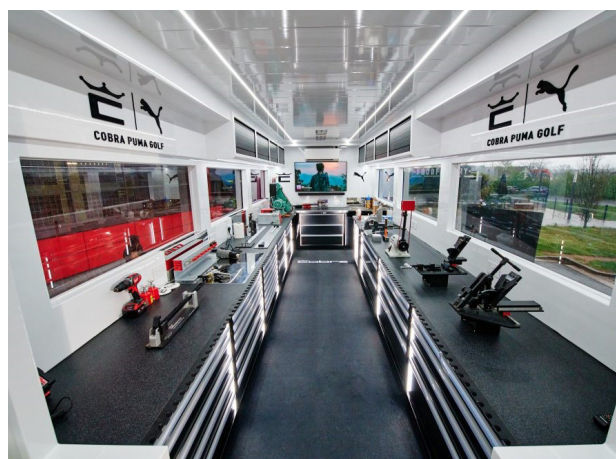
Cobra Puma Golf recently launched a state-of-the-art Tour Truck to support the needs of its athletes and entourage on the road. Quite apart from the head-turning presence that follows the truck wherever it's seen, it's bristling with practical touches too. It houses a fully equipped workshop, relaxing lounge-space, somewhere to eat and get a drink and more besides. Puma hopes the truck will help strengthen its athletes' positions - and get Puma noticed.

There's no doubt at all that it's going to accomplish the latter. Puma turned to Bristol Based livery specialist Bence Creative to provide its new Tour Truck with advertising livery graphics and interior ambient enhancements.

Bence is no stranger to delivering complex, quality-critical and creative projects to blue-chip businesses. It's headed by Graham Wood who can claim over twenty years experience in sign design and production, and driven by a talented ensemble of production and application specialists and high-octane creatives.

The Puma Tour Truck is by any standard a complex vehicle to work with. It's big for one thing and it has articulated bodywork that helps create more interior space when deployed. From the outside, it presents huge expanses of continuous bodywork punctuated by windows. The interior is divided into discrete areas and features cleverly designed glazing to help retain a spacious and open feel.

The foundation for the graphics' design was prescribed by Cobra Puma and then its physical embodiment and production data were created and visualised for Puma's approval by the Bence Creative team. It's both a creative challenge and a complex project at one and the same time but the proposal that Bence put in front of Puma was accepted with only minimal reworking required.



The overall impact the truck delivers is centred around the read quarters of the livery which, at this time, promotes one of Puma's cutting edge golf-clubs. Sat in a field of colour and small geometric details that's swept in density and tone is a photo-like rendering of the club itself and an arrangement of swept stripes that evoke speed and power. The colour field yields to white and it's there that the company's logos and text take over. It's a very potent looking design that works brilliantly.

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The printing and installation are both flawless. The colours and fades give no hiding place for poor quality print and don't need to. It's all picture-perfect and artefact-free. The graphics are printed on **Metamark MD5-A** and live up to Metamark's benchmark-setting digital quality. The material, which is the latest embodiment of Metamark's digital flagship media, is both carbon-neutral and fully recyclable through **Metamark's MetaStream®** circular recycling programme.

Where the applied graphics encounter the truck's windows **Metamark's ClearVision** has been used. This material presents as a solid, printed area from outside of the vehicle, can be clearly seen through from this inside to the outside of the vehicle by its occupants.

Bence has done its magic on the truck's roof too. Cobra Puma's logo is rendered in massive black-on-white detail covering the whole available space on the roof. The logo is painted for ultimate durability and was created using a stencil which was cut from **Metamark's Paint Mask** stencil material. Cue dramatic following drone-shots!

The vehicle's interior has been further enhanced by Bence Creative's work and includes cut and applied detail on glazed doors using **Metamark's Etch Effect** materials. Elsewhere, further detail includes laser-cut acrylic lettering and further restatement of Puma slogan in cut-and-applied Matt Black **Metamark M7 Series** material.

It's been said that upwards of six-thousand sets of eyes an hour can see a vehicle when it's out and about doing its business on the road. The Puma truck will be touring much of Europe in 2023 and so it's certain to raise Puma's profile. It's very eye-catching, it's memorable and it's most effective whether as a mobile billboard or a static exhibit.

Bence Creative's work for Puma cements a long-established reputation that's made the company home for the design and production of specialised vehicle liveries and statutory graphics. It also vividly illustrates the value of livery in promoting already powerful brands.

