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VIU Works with Amerty Graphics to Create a Lenticular Drive-thru Sign for Dunkin Donuts

SAN BERNARDINO, CA (June, 2003) – San Bernardino-based Virtual Images announced that it has just completed a project with Amerty Graphics to create a dynamic lenticular sign for use in the drive-thru lanes of Dunkin Donuts.



The signs, which feature great 3D depth, are part of a launch of a new frozen beverage called Lemonade Coolatta that Dunkin Donuts will offer thru-out the summer. The sign also features text that flips from the message “Squeeze more out of summer”, to the message “Cool and refreshing”.

Special UV resistant inks were used to increase the longevity of the signs and prevent the colors from fading during the summer months. The 12” x 18” lenticular signs were mounted to Coroplast™ and shipped to each store with stakes.

About Amerty Graphics

Amerty Graphics, a member of the ATI Group, provides the following services: Cut Vinyl Lettering, Complete Prepress, Desktop Publishing, Mounting and Lamination, Printing and Binding, and specializing in Large-format Printing. Amerty Graphics can be reached at (781) 826-7474

About Virtual Images Unlimited

Virtual Images Unlimited, headquartered in San Bernardino, California, is a leading provider of lenticular products. Virtual focuses on producing a large variety of superior quality promotional products through the use of advanced lenticular lenses, coupled with an extremely high resolution printing process. Additional information about Virtual Images is available through its web site at www.3d-images.com.

For a free sample of this or other lenticular pieces, call Dave Corey at (909) 388-1000 or email at dcorey@3d-images.com.

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