



# Proud to Bear the Big Red on Supreme Wrapping Film

Colleges and universities take their traditions seriously, in the classroom, in clubs and in all types of competitions. They distinguish themselves with logos, slogans and unique color combinations. Some go as far as trademarking their very own color. Such is the case with Carnelian, a hue specific to the Big Red of Ithaca, New York's Cornell University.

University colors are rigorously managed across all facets of the school experience, from admissions materials and letterhead to athletic uniforms and signage. Cornell's Formula SAE race team is no exception; their winning tradition (nine world championships) has represented Carnelian red proudly since 1987 with student-built race cars. 2018 was the first time they trusted their aesthetic to Avery Dennison.







## Graduating to Vinyl

**Graham Nickel** of Cornell Racing wanted to go in a new direction with ARG18, the 18th edition of the club's Formula SAE car named for its founder Albert R. George. Nickel, whose father works for a printer and ink manufacturer, was curious about the potential of a vinyl wrap on ARG18. He was able to find a nearly perfect match for the team's Carnelian color scheme with Avery Dennison® Supreme Wrapping™ Film Carmine Red.

"The fact that we were able to get something that matched off the shelf made us very happy," said Nickel. "Paul at Avery Dennison was able to source the vinyl at crunch time, and we were able to give the car a better look than its original carbon fiber body."

The business team for Cornell Racing made a great connection with Vital Signs of Rochester, NY, and the shop was able to provide a significant discount on the wrap installation. Though the vinyl came through in the clutch to create an attractive, color-matched look, the team's fortunes suffered when the car needed an entire engine replacement the day before the 2018 race at Michigan International Speedway (MIS). They persevered for a 12th place finish against a field of about 130 teams from as far away as Austria, Brazil, Germany and Singapore.

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Graham Nickel,  
Cornell Racing



## Great People and Product to the Rescue

Despite being disappointed in the performance at MIS, Nickel is grateful for the experiences he and his teammates have had through the club. He believes it has groomed them for the future.

"One of the reasons I chose Cornell is because of the racing program," said Nickel. "It breeds a lot of amazing engineers and business men and women. It's about the experiences, the people you meet and the opportunities it gives you."

In the club's next chapter, Cornell Racing is working on making the switch to an electric engine for its future builds. These students design and manufacture most of the car themselves, and they are looking for support in their continued academic pursuits. You can learn more and give the team a hand at [cornellracing.org](http://cornellracing.org).

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use.

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Products used:

- Avery Dennison®  
Supreme Wrapping  
Film™ Carmine Red



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