

Nationwide Truck Wraps Manufacturer Responds to Christmas Wrapping Paper Dispensing Billboard from Coca-Cola

Nationwide truck wraps manufacturer JMR Graphics comments on an article that discusses Coca-Cola's Christmas wrapping paper dispensing billboard.

Central Islip, NY ([PRWEB](#)) January 03, 2014 -- JMR Graphics, a nationwide truck wraps manufacturer, comments on an article from The Drum that discusses Coca-Cola's innovative Christmas wrapping paper dispensing billboard appearing throughout Belgian shopping centers.

In an article published by [The Drum](#) on December 27th titled "Coca-Cola transforms billboard into a Christmas wrapping paper dispenser," Coca-Cola and Duval Guillaume Modern's innovative outdoor Christmas wrapping paper dispensing billboard is discussed. The billboard appears like a normal advertisement, but people are able to pull from the bottom of the billboard bright red wrapping paper adorned with festive images and the words "Open Happiness" for their Christmas gift-wrapping.

Their campaign states, "Christmas. The best time of year to open happiness. But in order to open it, you need to wrap it first." These billboards are located across major Belgium shopping centers on Clear Channel sites.

TJ Panell, a representative of JMR Graphics, a nationwide [truck wraps](#) manufacturer, says, "This timely campaign is a very inventive idea on Coca-Cola's part. Nobody in that shopping center will simply walk past the wrapping paper dispensing billboard without tearing off a piece, even if it is just to try it. Out of home advertisements have so much interaction potential, and it is in that interaction that the consumer becomes engaged with a brand and its products."

JMR Graphics is an award winning Nationwide 3M Certified Manufacturer of Graphics for over a quarter of a century. We specialize in branding companies through Fleet Graphics, Vehicle Wraps, Architectural Wall Graphics, Promotional Window Clings, Floor Graphics, Event Signage and much more. We offer a variety of 3M Graphics Films, which are specially designed for most surfaces that require a changeable, short and long-term application. Our exceptional "Turn Key Service" is backed with a 3M MCS Warranty to give you peace of mind when you need optimum performance for the intended life of your graphics. With our state-of-the-art, cutting-edge facility we inspire our clients by providing creative design, custom-printed graphics and handle a network of nationwide installers. JMR Graphics provides expert capabilities and capacities needed to meet any graphic challenge.

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