

## Nationwide Car Wraps Manufacturer Responds to an Article on the British Government's New Anti-Smoking Campaign

*Nationwide car wraps manufacturer JMR Graphics comments on an article that discusses the British government's new anti-smoking campaign, Toxic Cycle.*

Central Islip, NY ([PRWEB](#)) January 10, 2014 -- JMR Graphics, a nationwide car wraps manufacturer, comments on an article from The Drum that discusses the British government's new and powerful anti-smoking campaign called Toxic Cycle.

In an article published by [The Drum](#) on December 30th, titled "Hard-hitting health campaign shows the gruesome effects of smoking on the heart, brain, and lungs," a new and influential anti-smoking campaign from Public Health England is discussed. The ad campaign outlines the specific details of the damage that toxins in cigarettes cause when they enter into the blood stream. The campaign includes TV ads, posters, billboards, online ads, and even an anatomical display at London Bridge station.

Professor dame Sally Davies, chief medical officer, says, "We know about the serious effect smoking has on the heart and lungs but smokers need to be aware of how much potential damage is being done to the brain and other vital organs through toxins in cigarettes entering the blood." The campaign urges those compelled to quit to visit the Smokefree website for free tools to help quit smoking.

TJ Panell, a representative of JMR Graphics, a nationwide [car wraps](#) manufacturer, says, "With issues related to health, especially anti-smoking ads, visuals are extremely effective. Seeing exactly what goes on inside the body says a lot more to the public than statistics can. The anatomical display near the London Bridge station is a unique, engaging way for people, particularly young kids, to see the health issues that result from smoking." He says, "Billboards and posters are versatile tools in advertising because they allow for all types of people to see and be engaged by them. An image is more likely to stick in someone's head than a quote or health fact."

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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