

Nationwide Vehicle Wraps Manufacturer, JMR Graphics, Applauds British Petroleum's Recycling of The Company's Old Vinyl Billboards

JMR Graphics, Nationwide Vehicle Wraps Manufacturer, praises BP's reposing of old, vinyl billboard advertisements as school supplies for learners in Africa.

Central Islip, NY ([PRWEB](#)) January 18, 2013 -- On January 18, 2012, Nationwide Vehicle Wraps Manufacturer, [JMR Graphics](#), applauds British Petroleum's Ads to Bags initiative, which is a project implemented by BP to turn old vinyl advertising billboards into schoolbags, pencil cases, and other various school supplies for underprivileged children in Africa.

According to the [article](#) on BP's official website, earlier this year the oil giant launched their Ads to Bags initiative to give students in Africa "practical and durable tools" to better their education and save them from spending more money on more expensive school merchandise. Additionally, the Ads to Bags campaign benefits "the environment by recycling" the vinyl banners as well as creating jobs in the process.

Renny Letswalo, BP's head of retail, stated in the article that the company hopes that it will be able to make Ads to Bags an annual project, and BP hopes to help even more than the 8,000 students that benefited from the Ads to Bags campaign in 2013, in the coming years.

"This useful repurposing of old BP Oil billboards allows children to have necessary school supplies and keeps the vinyl from wasting away in a landfill," says Katherine Winkler, a JMR Graphics representative. "I think it's a great initiative that BP has taken."

"Vinyl wraps are very cost-effective. We say it all the time," Winkler continues. "This campaign by BP definitely underscores that fact. They are making backpacks for school children out of old vinyl banners. Those banners take on a lot from the elements, and they are still bright and shining. They will take on even harsher conditions as backpacks for children, but vinyl is that durable. These schoolbags are less expensive than the traditional schoolbags. It's as if the cost-effectiveness of the vinyl transcends the purpose of the material." Winkler states, "Because of the way vinyl holds up, we always recommend it for [trailer wraps](#) or any type of vehicle wrap over painting or vehicle magnets."

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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