

Nationwide Bus Wraps Manufacturer, JMR Graphics, Comments on Memphis Public Library's Utilization of a Bus as a Moving Billboard and Mobile Career Center

JMR Graphics, Nationwide Bus Wraps Manufacturer, comments on the initiative taken by Memphis Public Library to employ their bus as mobile marketing tool as well as a mobile employment center.

Central Islip, N.Y. ([PRWEB](#)) January 04, 2013 -- On January 4, 2013, Nationwide [Bus Wraps](#) Manufacturer, JMR Graphics, comments on Memphis Public Library's implementation of using a vinyl wrapped bus as a moving billboard and "unemployment office on wheels."

According to the article on [The Commercial Appeal](#), the original JobLINC bus was retired in 2010 after 20 years of "visiting library branches and other locations to bring specialized job-search help to people who often use library computers to search for jobs."

The article reports that the new mobile unemployment center, financed with a \$314,000 grant provided by the Plough Foundation, is 38 feet long and has 10 onboard computer stations, which are 6 more than the old bus. According to the article, the bus is set to "travel to job seekers five days a week" and anticipates that they will be able to assist approximately "12,000 people a year."

The "mobile career center" sports a full bus wrap of dark blue fading into light, with the words: JobLINC Career Center. Find Your Future! Library director Keenan McCloy said, "It's really a mobile billboard." She added, "The support services that the library is able to provide though JobLINC are truly essential in these difficult economic times."

"The bus is beautiful," says Ed Brown, "a JMR Graphics representative. "It definitely catches your eye when you see it. And it's a great self-promoter. The purpose of its existence is emblazoned on its sides." Ed continues, "People who are in need of a job and see this bus will definitely want to board and seek career advice. I think the effectiveness of the campaign to help employ the locals of Memphis and neighboring areas is more than worth the cost. Job seekers in this economy need all the help they can get, and when you see a bus like this you're going to get onboard. In addition, you're going to take as much away from the experience as you can. Great service and great marketing."

[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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