

NAUTICAL NOTES

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Nauti Lady



Aviva, Double Trouble and Merrick lined up in Monaco, all wrapped by Wild Group International. PHOTO: WWW.WILDGROUPINTERNATIONAL.COM

CAR wrapping has been around a long time (some would say too long – surely enveloping a perfectly dignified Bentley in gaudy gold vinyl should be a prison offence?) but it's only become mainstream for boats in the last few years. Owners can transform their yachts in a matter of days (ok, perhaps a week or two for a superyacht) and achieve a brand new look without so much as reaching for a can of paint. What's more, it's so (comparatively) cheap that you can change your mind - and your look - with a new wrap as your heart desires. But the beauty of wrapping is more than skin deep...

Aside from adding colour and personality, a wrap nicely protects the hull underneath. Throughout a yacht's lifecycle, it'll inevitably attract some scuffs and scrapes on the gel coat, while exhaust fumes will leave their mark no matter how hard you scrub. A vinyl film application will keep the original paint finish as good as new underneath – ideal when it comes to resale. Keeping on the resale theme, your beloved pearlescent cherry red snakeskin may not be quite to everyone's taste, but you can peel it off and reveal the original neutral-coloured body underneath. And it's not just exteriors that benefit from a wrap, faded or jaded interior paintwork can also be spruced up in a jiffy, as can sun-damaged wood with a vinyl wood-effect finish – music to the ears of an owner who has to clean up the wear and tear of one charter season before embarking on the next. A tint can also be added to windows and glass to create more shade and privacy.

Greg Hoar founded Wild Group International on the Hamble back in 1995, a veritable pioneer for the wrapping trend, and has been extolling the virtues of one-layer durable vinyl over multi-layer traditional paint finishing methods for more than 20 years.



Yacht wrapped in Gloss Dragon Fire Red by 3M.
PHOTO: WWW.WRAPSPAIN.COM



"With a traditional paint job, it's very difficult to apply textures, special effects, extreme high gloss or metallic colours," says Greg. "Last year we even applied a wood effect finish to a yacht in Desty Marine, Hamble, finished with one coat of clear coat varnish, which looks incredible. The likes of Riva and JCraft have 18 coats of clear coat to achieve the same look."

In the commercial arena, races and regattas offer the perfect platform for brand exposure and an eye-catching hull wrap can say a thousand words – a valuable mobile billboard for sponsors. Wild Group International has worked with the Volvo Ocean Race and wrapped the hulls of the Clipper70 sailing yachts competing in the Clipper Round the World Yacht Race. The results are colourful, striking and non-slip - handy when waves are splashing all over the deck in the middle of a storm.

Greg continues, "In the last few months we have provided full hull wraps in a bespoke design film for a client with upwards of ten yachts. The purpose of these wraps is to give the client a brand awareness on the water. Printed vinyl films are perfect for this, as they have the flexibility of being quick to apply and are also removable when required." Food for thought if you have a nauti message to convey.

Majorca's Taylor Gillespie can outshine Greg in the longevity stakes having been involved in all kinds of vinyl work on the island for more than 25 years (cars, motorbikes, jetskis, kitchen cabinets...). Working alongside his son Jason, Taylor's company Wrap Spain is based in Son Bugadelles, Santa Ponsa, giving it easy access to the island's busiest yacht marinas.

"Vinyl is not equivalent to paint, but rather an alternative method with its own various advantages," explains Taylor. "It offers a range of fantastic colours and effects for the exte-

