

# Tractor and Hooley turn old billboard skins into Converse fashion

With today's modern technology almost anything is possible, especially when it comes to keeping the environment safe from toxic waste and pollution. Instead of getting rid of the skins Hooley created the concept to turn them in fashion branded accessories.

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"Converse has an amazing product range so we are always looking for ways to reward our loyal brand fans and give them added value when they purchase our products. With this project we have been able to give them a piece of our advertising literally, and something functional. They can engage with our brand in a more personal way too," says Justine Cullinan, Marketing Executive for Converse.

With iPads and laptops outplaying the big old desktop computers, Converse approached Tractor Outdoor together with Hooley and decided to create a strategy for their loyal fans by designing iPad covers, laptop bags and tog bags. Because made out of vinyl, its durable and it's completely waterproof. "This is not the first time that Converse embarked on a project like this to give back and I am sure this will be a remarkable turnout for both Converse and fans," says Simon Wall of Tractor Outdoor. The billboard measures an incredible 530 sqm<sup>2</sup> but only 48 sqm<sup>2</sup> was used to produce a total of 52 products. Tractor is currently working with Converse on new and exciting projects to use the remainder of the vinyl.

Hooley is well known for their good quality of work and impeccable workmanship, which guarantees you a long-lasting product. For more information on how to turn your old billboard vinyls into popular trends contact Tractor Outdoor on 021 0087 or email [info@tractoroutdoor.com](mailto:info@tractoroutdoor.com).

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## Tractor Outdoor



Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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