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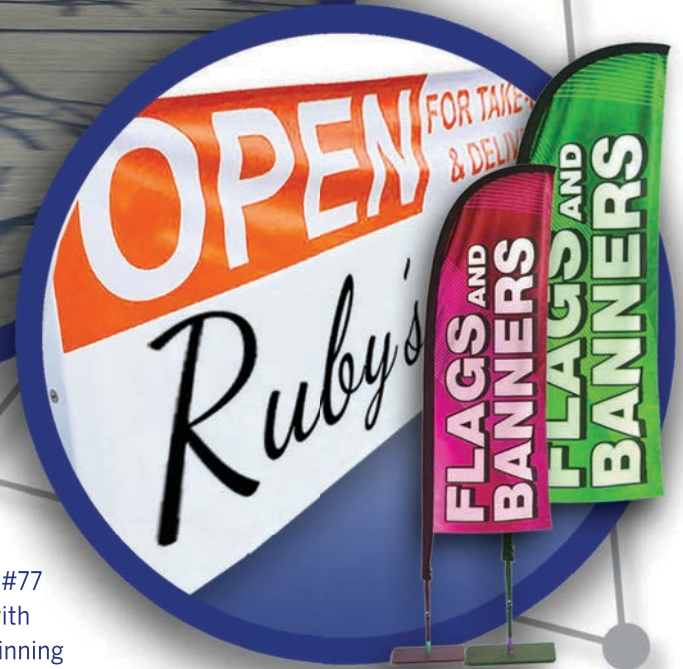
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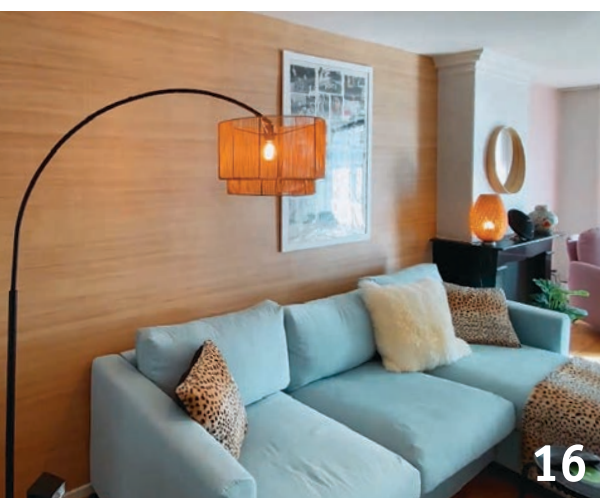
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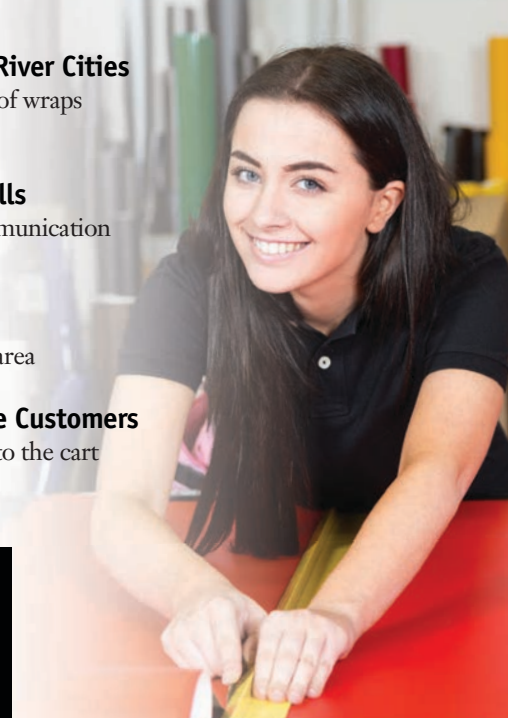
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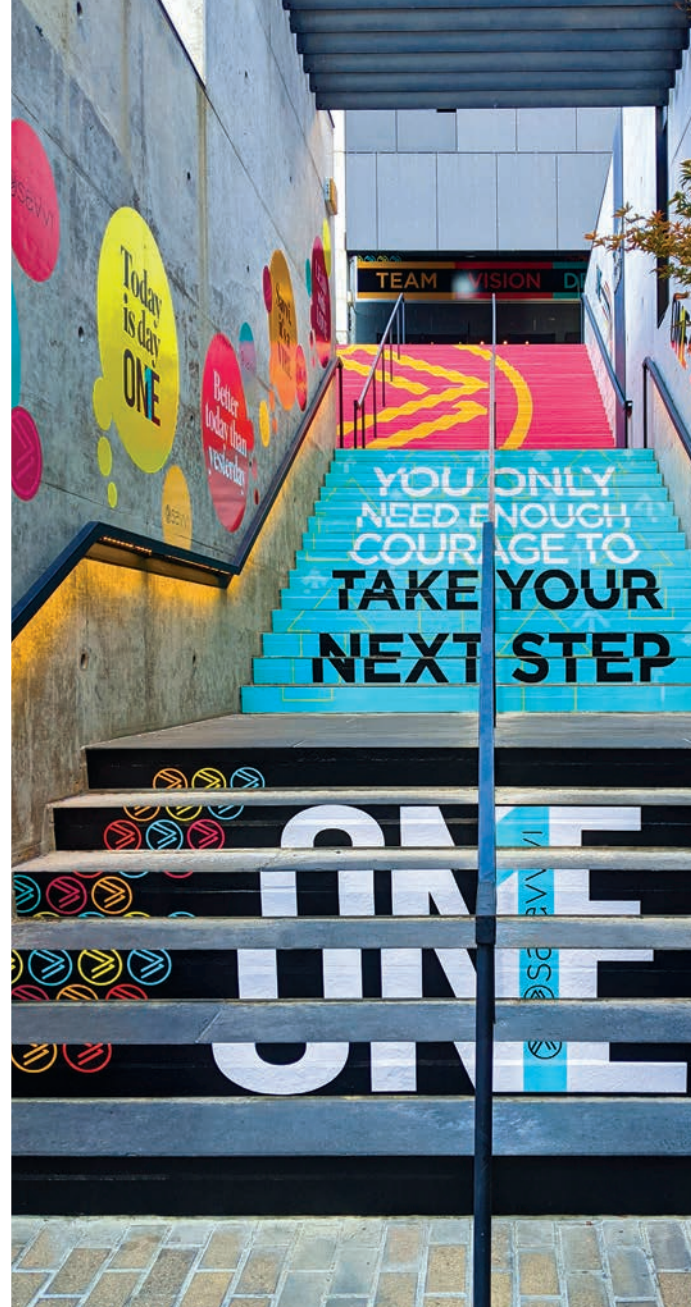
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ACL Live at the Moody Theater, Austin, Texas, courtesy Shorty's Wraps, Inc. Installed by Stephen Short, Amy Short, Bryan Morrison, Joseph Garza and George Charles.



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**Matt Dixon** is the Executive Editor of *WRAPS* and *GRAPHICS PRO* magazines. He can be reached at [mdixon@nbm.com](mailto:mdixon@nbm.com)

BY MATT  
DIXON

**W**elcome to the 2022 edition of *WRAPS* magazine, dedicated to the design, creation, installation, and business aspects of the adhesive vinyl industry.

This year's edition includes articles on preparing for the future, taking advantage of the growing environmental graphics market, steering your clients toward smart design, and working outside of your comfort zone to increase business. You'll also find a handy guide to locate installers in your area.

Plus, don't forget to check out page 58 for a full rundown of what's going on at this year's WRAPSCON in Indianapolis at the Indiana Convention Center June 2-4. And for more wraps information throughout the year, be sure to sign up for our newsletter at <https://gpro.link/signup>.

**And be sure to check out [www.graphics-pro.com](http://www.graphics-pro.com) for more stories like these:**

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Image courtesy Avery Dennison.



**PRESIDENT**  
DAVE POMEROY  
[dpomero@nbm.com](mailto:dpomero@nbm.com)

**EXECUTIVE EDITOR**  
MATT DIXON  
[mdixon@nbm.com](mailto:mdixon@nbm.com)

**MANAGING EDITOR**  
ALLEE BRUCE  
[abruce@nbm.com](mailto:abruce@nbm.com)

**DIGITAL CONTENT EDITOR**  
MARIE FENNEMA  
[mfennema@nbm.com](mailto:mfennema@nbm.com)

**ART DIRECTOR**  
ERIK WOGEN  
[ewogen@nbm.com](mailto:ewogen@nbm.com)

**GRAPHIC DESIGNERS**  
LINDA CRANSTON  
[linda@nbm.com](mailto:linda@nbm.com)  
DAYNE PILLLOW  
[dayne@nbm.com](mailto:dayne@nbm.com)

**MEDIA CONSULTANT, WEST**  
RYAN APPLEBAUM  
[rapplebaum@nbm.com](mailto:rapplebaum@nbm.com)

**MEDIA CONSULTANT, EAST**  
DESIREE DELFRARI  
[ddelfrari@nbm.com](mailto:ddelfrari@nbm.com)

**SALES SUPPORT**  
SYDNEY BATCH  
[sbatch@nbm.com](mailto:sbatch@nbm.com)

**CONTRIBUTING WRITERS**  
MALCOLM GIESKE, CHARITY JACKSON,  
STARLA MILLER, JUSTIN PATE,  
MATT RICHART, SHELLEY WIDHALM

**EDITORIAL INTERN**  
NATHAN STROMBERG  
[nstromberg@nbm.com](mailto:nstromberg@nbm.com)

### GRAPHICS PRO EXPO

**DIRECTOR OF SALES**  
JAMES "RUGGS" KOICHEVAR  
[jkoichevar@nbm.com](mailto:jkoichevar@nbm.com)

**EXECUTIVE EXPO SALES MANAGER**  
**PRINTWEAR AND A&E MARKETS**  
BRANDY JAMISON-NETH  
[brandy@nbm.com](mailto:brandy@nbm.com)

**EXPO SALES MANAGER**  
**SIGN & DIGITAL GRAPHICS MARKET**  
SARA REESE  
[sreese@nbm.com](mailto:sreese@nbm.com)

**DIRECTOR, EVENT OPERATIONS**  
JACKIE RAMSIER  
[jramsier@nbm.com](mailto:jramsier@nbm.com)

**EXHIBITOR SERVICES MANAGER**  
JOIE MARTIN  
[jmartin@nbm.com](mailto:jmartin@nbm.com)

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Digital EFX Wraps in Louisville, Kentucky. All images courtesy Digital EFX Wraps



Matt Richart is one of the co-founders of Digital EFX Wraps in Louisville, Kentucky. He is an expert installer and conducts educational seminars at GRAPHICS PRO EXPO. For more information on training, visit [www.digitalefxwraps.com](http://www.digitalefxwraps.com).

# THE WRAP SHOP OF THE FUTURE

BY MATT RICHART

Let's look at what the wrap shop of the future will look like. I want to preface my statement by saying many of you in this wonderful industry already have fantastic facilities that have raised the bar in terms of functionality and layout and have optimized every space accordingly. The one thing I have learned in the past two years during this pandemic is what got all of us here today won't get us to tomorrow. With our team, we are trying to focus on the future so we can stay ahead of the curve, concentrate on growth, maintain our visibility, and remodify our operations so that we can stay profitable.

## LOCATION AND SHOP SETUP

In my opinion, our industry is such a custom craft that if people want to use your services, they will come to you no matter where your location is. The location of



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your facility is important, but we don't have to be on a busy road with high visibility. I would rather have more space, parking, and installation bays than sacrifice all that for a smaller location in a high-traffic area. Obviously, the proximity of your shop to your clients is a plus, but don't let location be the main factor. In my training classes, I discuss shop layout and how to create a welcoming space for not only your clients but your team members. Even if you are solo and work by yourself, the environment you are in speaks volumes about how you conduct business.

Image is everything, especially in today's world. In our first few locations, we always hid our printers in rooms away from our clients. For some reason, I felt like that was a special room that was only for team members. Now, we showcase our printers, cutters, and film so that clients can see we are invested, do everything in-house, and can keep the quality of our product consistent.

Try to use your industry equipment as a sales tool at every opportunity you can. Having a consistent brand, color scheme, and flow to your shop really sets the tone for when your new or existing clients walk in. I highly recommend having a lobby for clients to sit while waiting, which allows them to view some of your work and the products you offer. Having a large monitor displaying your work and services also helps create advertising while clients are waiting on their vehicles or requesting your services.

We try to break down our facility into five main areas. Our main office area features a waiting room, design offices, print room, production area, and installation bays. We try to create these spaces with function in mind. The sales and design occur upfront in our building. Once the project is approved, we move back to the print room, then to production, followed



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by the installation area and process. This way, nothing gets overlapped, or we are walking backward. Having a flow and a process for your company in your facility is very important.

### TECHNOLOGICAL EDGE

In our industry, technology is always changing with new equipment, laminators, printers, inks, and materials on a yearly basis. To keep up with the change and how the future has changed our company, we have had to move out of the stone age. For over a decade, we relied on dry erase boards, plastic job cover sheets, and having production meetings that were not organized or painted a clear picture of what we had to accomplish. We have now switched to a production/management program that allows us to control our workflow and jobs in every aspect of our process. Many of you are utilizing these

programs today and have for many years. The biggest win for our company with a management system is that it keeps all of us accountable, which is key. We want our team members to have ownership, accountability, and responsibility. This is what can make your team and your company stronger moving into the future, in my opinion. All of our installers also have tablets on their installation carts that show our schedule, jobs, tasks, and artwork proofs to go by when doing installations on vehicles. This also allows them to write messages, measurements, and other information right on their screen that is saved and archived with each project. This allows us to not only stay organized but to keep our quality and layouts consistent, especially on fleet work that needs to be exact on every unit that we produce.

Moving into the future with your company's marketing is key as well. I have

always approached marketing as a check we would have to write for advertising, a radio spot, or other advertising pieces that may or may not give us a return on our investment. Today and moving forward, we are using our customers' experience with us as our marketing, and so should you. We all have a story to tell about how we got to where we are today. The experience your clients have with you and your team is what grows your business if handled properly. I realize the future entails more internet sales, social media communication, Zoom meetings, and other modern ways to communicate, but I truly believe face-to-face interaction will never go away. When clients come into your facility, welcome them, ask them what brought them into your facility today, shake hands or fist bump, ask questions, introduce them to some of your available team members, give them



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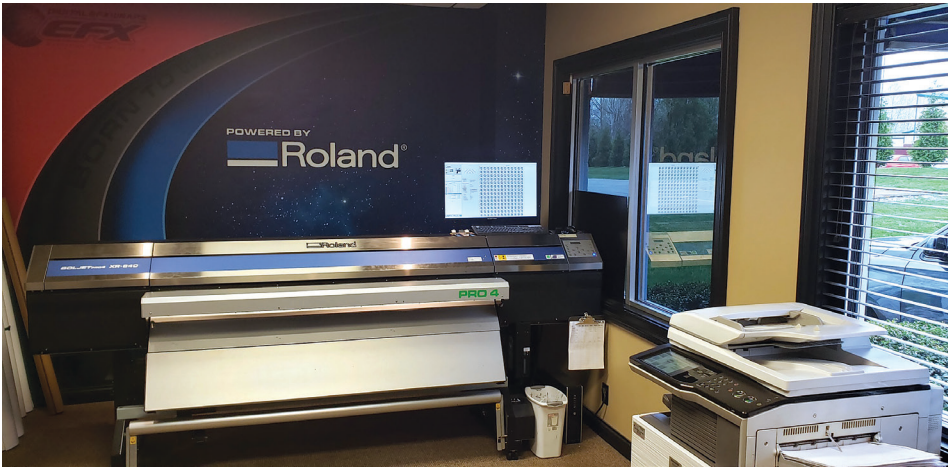
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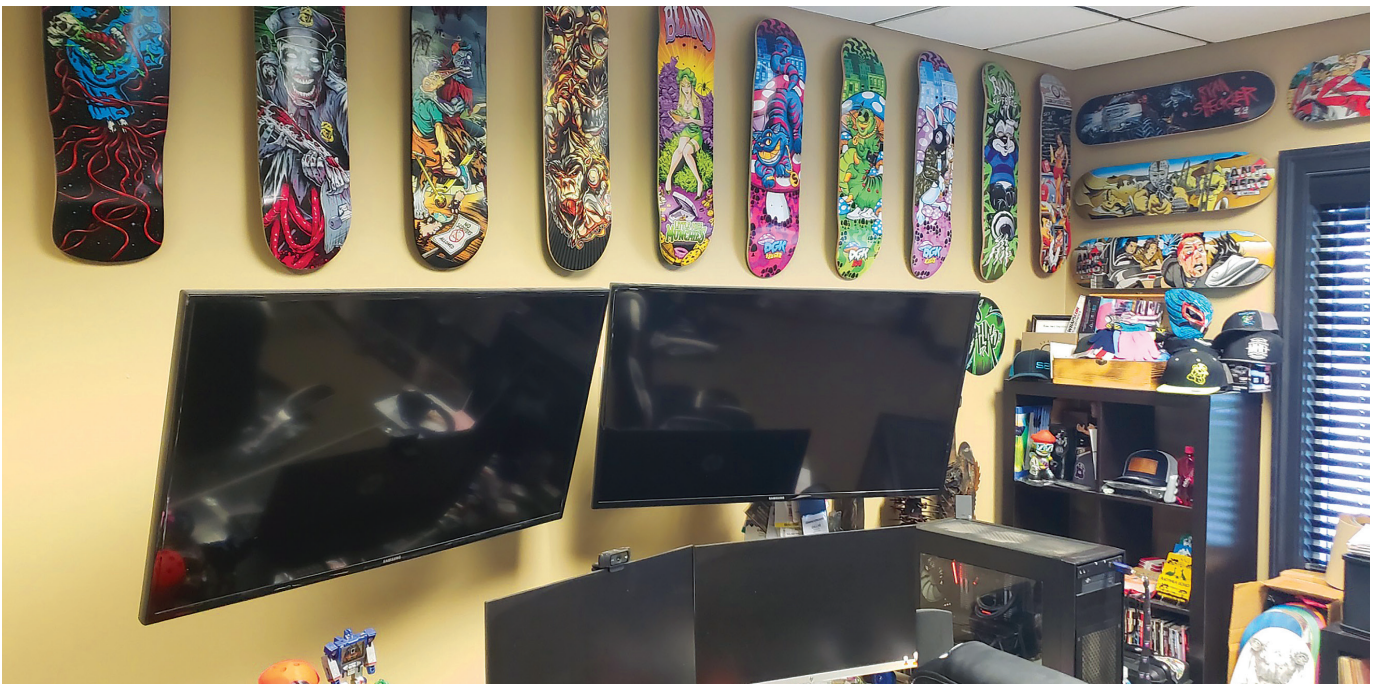
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A large install bay should be the goal of any wrap shop that wants to work on fleets or other large vehicles. Your wrap shop should be creating its own artwork to display around the shop.



a small tour of your shop, be transparent, and stop selling and start serving. Clear communication, education, and honesty with your clients will propel you into the future with stability that hopefully lasts. We tell our clients that we want a client for life and want to grow with them.

### TEAM CULTURE


This is the last and most important topic for the wrap shop of the future. If I asked you in person who was your biggest client, what would you say? When I was first asked this question, I responded with our largest fleet account, which was wrong. Our business coach responded with, “Your biggest client is your team.” I realize this is somewhat obvious to most, but it really made us focus back on our team and its vision of the future. The culture you create for your team is so crucial and important. Your team and company need

to believe in you, the company’s leaders, and where you are going. If your team and staff are not bought into your vision and culture, you cannot grow. Including your team in your goals, vision, and game plan will allow them to believe.

I believe all of us have pictured what our dream facility would look like or how it would operate. I have always said if I won the lottery, I would build a 15-20,000-square-foot facility with white epoxy floors, modern lighting, wash bays, glass walls, a front lobby just like a car dealership, a training facility, conference room, design studios that look over the installation area, and plenty of parking. You can never have enough parking! These are just a few of the things I would like to have in the future and some of you reading this right now currently have what I have described or are currently building your shop of the future.

### ORGANIZATION

Regardless if you have a small shop or a larger facility, I highly recommend setting up your shop in an organized way. Keep up with technology as best as possible, along with introducing new ideas and solutions to your team. Tell your story and passion for your industry and use it as your marketing plan. And create the culture of your shop so that everyone inside it believes in what you are trying to accomplish.

I truly believe that keeping things simple, clean, and efficient is the future. I believe people miss being treated with respect, honesty, and transparency, along with a good handshake. This might have been in the past, but I think doing these simple things in the future will allow all of us to grow. 

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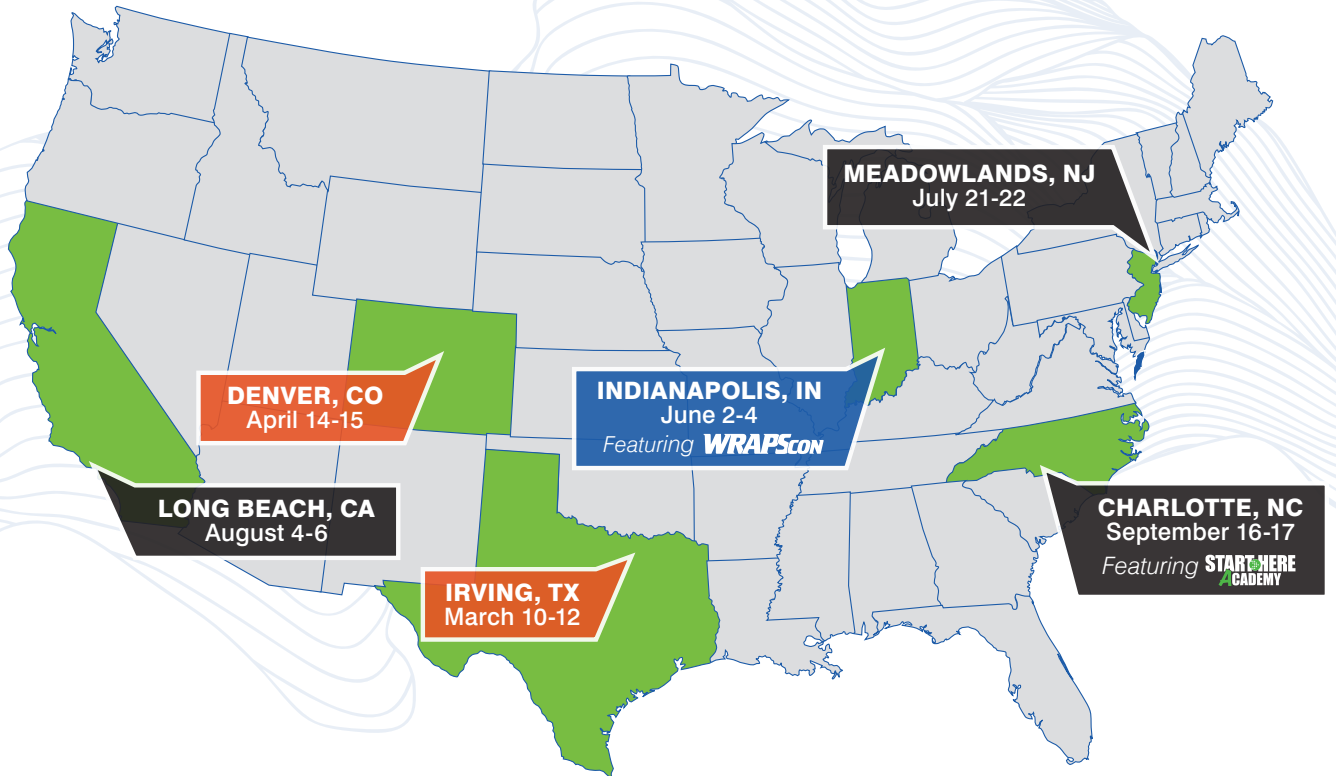


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*Drinx @ GPX:* Take a break toward the end of the day at the *GRAPHICS PRO* booth in the expo hall for beer and soft drinks at The Meadowlands and Charlotte.

This wall previously had a decorative film. It was removed and replaced by a wood-finish film. All images courtesy Justin Pate



# Interior Wraps Explosion

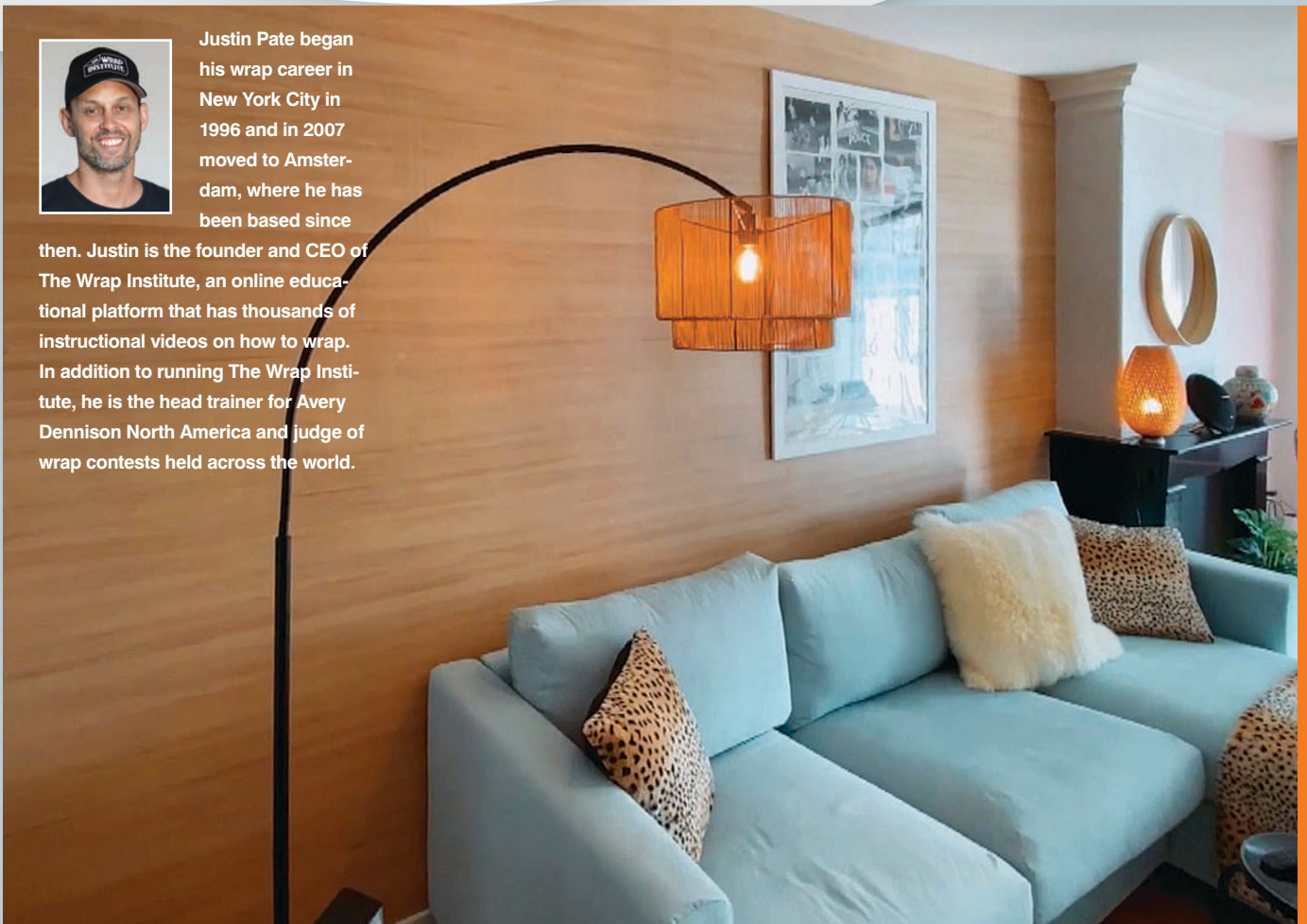
*Taking advantage of the growth in environmental graphics installations*

BY JUSTIN PATE



Justin Pate began his wrap career in New York City in 1996 and in 2007 moved to Amsterdam, where he has been based since

then. Justin is the founder and CEO of The Wrap Institute, an online educational platform that has thousands of instructional videos on how to wrap. In addition to running The Wrap Institute, he is the head trainer for Avery Dennison North America and judge of wrap contests held across the world.





Over the past several years, there has been a dynamic acceleration in the wrap world. PPF, or paint protection film, has seen huge growth. Color-change wraps have increased in demand, and full-print film from flat to fleet has exploded as well. Yet, one segment that is finally stepping into the spotlight in Europe and North America with the potential to be the big, big superstar of the wrap world is interior wrapping film.

Like color change and PPF, interior wrapping film is a business in a box. There is no need for a design, printing, or laminating, so getting right to the installation is straightforward and easy. Additionally, one special aspect to note is that unlike color change and PPF, which is primarily limited to vehicles, the market for interior wraps



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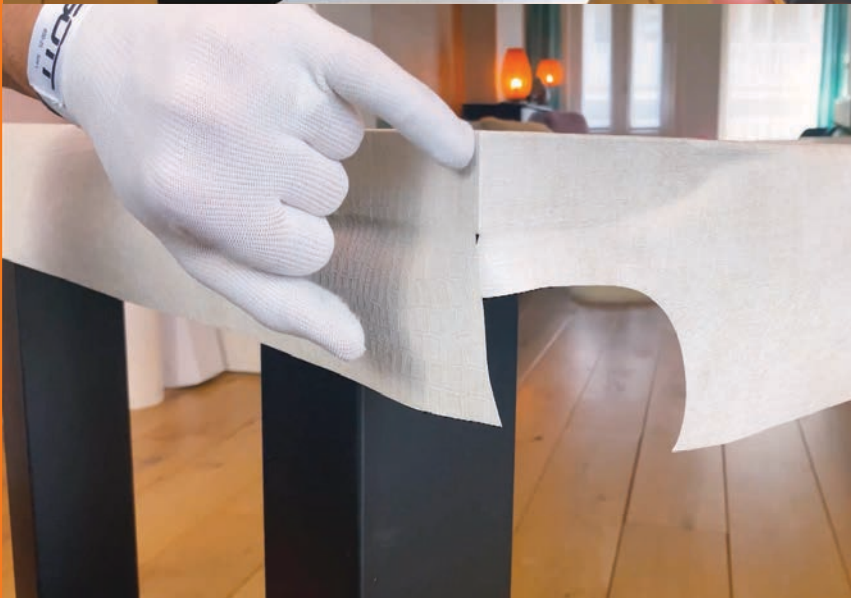
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**Zero Stretch and Wrap Matrix:** These techniques make the wrapping process easier than ever. For interior wraps, it helps make corners and finishing very precise. By shrinking the wrap film naturally to the corner before making a relief cut, the corner is extra smooth.



is massive: residential homes, offices, retail, governments, hospitals, and so much more. On top of this, most of the installs are relatively flat and done indoors in climate-controlled environments.

It all sounds great, and in many ways, it is if you dial-in interior wrap films correctly. So, to help you be super focused, here are several key things to consider to truly be successful with interior wraps.

### **THE CLIENTELE**

Let's first begin with the potential customers, which are private homeowners, businesses, and governments. The sales process can vary from working in someone's home to dealing with lots of layers if the business or government has a complex structure of staff and protocols. This means certain skill sets need to be adapted and honed to sell interior wraps. One core key that can help structure this is to put a lot of focus on cost and time savings.

A great example of this comes from a recent series The Wrap Institute made on a flat in Amsterdam. This flat could have been transformed in the traditional way, which is a renovation. This would mean a dusty demolition, buying a new kitchen, painting walls, tiling, and much more. It would take weeks and weeks, be super expensive and result in a big loss in terms of the environment.

Yet, the flat in Amsterdam was given a wrap rejuvenation instead. In just over five days with one installer, the entire



Adding an interior window treatment.



For edges, shrinking them back to zero before sealing the film means there is no tension on the surface. At The Wrap Institute, check out the crocodile table wrap and the countertop wrap with gloss metallic film to see Zero Stretch in real-time.

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An example of putting an updated finish on a table.



flat was transformed using solely interior wrap film. The only thing that was thrown out from the original owner was a plank in the kitchen. Compared to a traditional renovation, the wrap rejuvenation was a bargain. The time and cost savings were massive, and it's a win for the environment.

### THE COST FACTOR

The main thing is convincing a residential owner that interior film is worth the investment. To do this, it's best to do the black and white. When you compare the numbers in both time and money for a traditional renovation versus a wrap rejuvenation, the argument is clear. Additionally, having a stunning, interactive portfolio of pictures and videos that show how beautiful and transformative interior wraps can be is key. The final tip is how to find those residential owners, which can be a challenge. Suggestions include doing local events to engage interest and awareness, smart social media campaigns, and forming partnerships with interior designers.

In terms of install, it makes sense that interior is mostly flat, and it should be easy, right? Not necessarily, so don't be fooled. The main things to consider are adhesive strength, surface prep, and install tips that range from corners to butt joints.

### THE VARIETY

Interior wrap film comes in an almost endless variety of colors and finishes from gloss, crocodile, wood, concrete, tiles, glitter, and more. As varied as the finishes are, the adhesive for interior wrap film is similar in that it is very aggressive. It's made to be aggressive so that it will securely bond to cabinets, walls, doors, countertops, and furniture, which traditionally have a low surface energy.

This can mean that you have one shot to wrap an object. If the panel starts off crooked, the panel might stick so hard right away that it can't be picked back up. The opposite can also be the case. The surface might be so fragile that, with the aggressive adhesive, fixing that crooked panel might not be possible.

This last one is tricky, and it often happens on walls. Walls can be so fragile that if the interior wrap film is pulled up, the paint and/or plaster will rip off to the adhesive. This means two costly factors: the interior film needs to be replaced, which is expensive, and the wall must be repaired, which can take time. This is a bad recipe for profits.

Therefore, installers need to learn a variety of techniques on how to prep the liner with a backing paper cutter. This can involve cutting 1" to 2" horizontal sections out of the liner to set up a hinge or leaving the side section of the liner on to set up a butt joint. Once you master these, then it's about being patient and removing the liner in increments when squeegeeing. Slow and steady wins the race with interior wraps.



Interior wraps can save a client a great deal of money on a fresh look.



A key selling point is the ease with which multiple colors can be used. It's a great way to brighten up any room.



In terms of corners and finishing, keep in mind that interior wrap film is often calendared, thick and multi-layered. This can make getting smooth corners a challenge. In late 2021, The Wrap Institute introduced two techniques for this problem: Zero Stretch and Wrap Matrix. These techniques make the wrapping process easier than ever. For interior wraps, it helps make corners and finishing very precise. By shrinking the wrap film naturally to the corner before making a relief cut, the corner is extra smooth. For edges, shrinking them back to zero before sealing the film means there is no tension on the surface. This helps ensure a perfect, long-term hold and no lifting. At The Wrap Institute, be sure to check out the crocodile table wrap and the countertop wrap with gloss metallic film to see the Zero Stretch in real-time.

Finally, due to the thickness of interior wrap film, the surface being wrapped needs to be extra smooth. This can mean a lot of sanding and finishing before the install even begins. Many of these skills are beyond traditional installers in terms of really accomplishing the job correctly, so finding craftsmen who have these types of skills is key for the growth of interior wraps.

Color-change and PPF wrap shops have what's called a prepper. This is someone who removes hardware, cleans a vehicle, and puts it all back together. This allows installers to focus on installation, which lowers install times and opens the door to high volume. To grow in interior wraps, using a combination of a craftsman to smooth out the walls and anything else before the install begins is key. It allows the installers to then wrap it up, which works to everyone's strengths.

## MOVING FORWARD

Of course, there are many more tips and tricks to learn, so be sure to check out the Amsterdam Wrap Rejuvenation on The Wrap Institute. All the videos feature interior wrap film from Cover Styl', which is a very popular seller of interior film in Europe. Cover Styl' has a great distribution network in Europe, which helps ensure timely delivery of interior wrap film. In the U.S., 3M Di-Noc is a popular choice, and it's becoming easier to get in a timely manner, which is another reason interior wraps are growing in the market.

I have always loved the wrap industry and fell in love with car wrapping from the beginning. Yet, interior wraps have really sparked a new lane for me, and I hope this information has done that for you as well. The potential growth is there, as well as the satisfaction of the transformation and profits. 🐉



The newly wrapped vehicle in front of the Anderson 5 School District's administrative offices. (All images courtesy Katazoom)

# DRIVING TOWARD RECOVERY

*How a vehicle wrap is helping a South Carolina school district find bus drivers*

BY NATHAN STROMBERG



Nathan Stromberg is an editorial/content intern at National Business Media. He is a senior at the University of Northern Colorado, working toward a double major in communication studies and journalism, with an emphasis in public relations. You can reach him at [nstromberg@nbm.com](mailto:nstromberg@nbm.com).

Every day, children all around the country take the bus to school. Whether their parents go to work early or it's just an easier way to get to and from school, they depend on the buses and the bus drivers to get them where they need to go. The bus drivers are unsung heroes, and when there's a shortage of them, school districts feel it. The Anderson 5 School District in South Carolina is no stranger to this.

With a deficit of bus drivers in the area, the district needed a way to get the word out about the need for more people to fill the positions. That's where Katazoom came in. Established in 2009, Katazoom's goal is "to help other businesses grow their business," according to Andrew Long, the company's business development manager.

Katazoom specializes in fleet branding and environmental graphics. The company works with small to mid-size companies, helping them communicate their brands on vehicles and environments.

## PATHS CROSS

Katazoom didn't do anything out of the ordinary to get this project started.

"This job was a direct result of the cause and effect of the pandemic. It's no secret that there is a national labor shortage. Some people and businesses just complain; others get creative and take action. This project was born from someone taking ac-

tion,” Long says. “We were considered an essential business and just landed a large fleet project when the pandemic hit.”

The company advertises on Clemson’s sports radio network, and that’s how David Poag, Anderson 5 School District’s assistant director of transportation, found out about Katazoom and decided to give them a call. Long describes him as “the man behind the vision.”

Some of Katazoom’s goals are to consistently improve, grow steadily, and build a solid reputation locally before branching out nationwide. The opportunity to work with the school district provided a chance for the company to achieve all these objectives.

### GETTING THINGS MOVING

Once Long and Poag got the initial details ironed out, they could start working on getting the wrap made and placed onto the vehicle. They had to workshop various ideas and methods of advertising effectively to make sure this project would attract new people to the bus driver jobs. The collaborative effort was apparent through all of this.

“We took a few stabs at the design, and the client gave us his input and vision to get us to the final layout,” Long explains. Katazoom’s designer Jordan Powell created this design.

Katazoom is no stranger to unique vehicle wraps. Previously, the business

has applied a wrap to an IMSA prototype racecar in the style of a Star Wars X-Wing Starfighter. Long says this project was very rewarding but very difficult. The same applies to the vehicle wrap for the Anderson 5 School District.

### THE APPLICATION PROCESS

This project’s crucial and final point was getting the wrap onto the vehicle. Katazoom had some struggles with this, but as industry professionals, they were able to find their way through it.

“Making the design visually work with the vehicle was difficult considering all the curves, angles, and types of media,” Long says. “The final product makes it



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A front-facing view of the finished vehicle. It's the transportation director's daily driver.

look easy, but if you are in the industry, you know it's not."

The project took several months from start to finish. There was a long pause as the project went on hold after the first round of proofs. Some of the issues Katazoom faces are inflation of material costs and supply chain delays. Another hold-up was going through school district stakeholders. The company had to persist and offer multiple design iterations to move things along.

"We used to be able to get a roll of vinyl and laminate next day. Now, we are having to purchase and inventory 7-10 rolls while trying to predict when they will arrive," Long reveals. "Sometimes the turnaround is five-plus weeks."

Thankfully, Katazoom was still able to get it done. To ensure the wrap looked good and that it'd stay on the vehicle, the company needed to have the right products to do this. The business used an HP 350 printer, a GFP 54" laminator, and a Graphtec plotter. For the materials, they used Briteline WrapCast with matching overlamine for the body and ClassicVue Perf 60/40 with matching laminate for the windows.



A closer look at the wrapped vehicle with job details and contact info.




## END OF THE LINE

After many months of planning, collaboration, delays, and wrap application, the transportation director's newly wrapped vehicle was complete. It had its difficulties along the way, but Katazoom and the Anderson 5 School District are happy with the results.

"They were very excited with the final result," Long says. "So much so that we have another order to wrap a transit van from a different department."

The other results that are yet to come from this project are the success of the advertisements. Thankfully, Katazoom's work will spread the word that Anderson 5 needs bus drivers, and soon enough, people will step up and make sure kids can get to school. The vehicle is designed specifically for this purpose.

"This project was born from someone taking action, and I give them a lot of respect for taking the risk," Long says.

Despite the difficulties of this project, it was all for a noble cause. Poag and the Anderson 5 School District had a need, and they found a new and creative way to help fulfill it. Katazoom was happy to help them get there. 



The wrapped vehicle sits ready in front of an administrative building.



A view from the back of the vehicle.



# CHANGING THE INSTALLATION EXPERIENCE

STORY AND IMAGES COURTESY  
3M COMMERCIAL SOLUTIONS

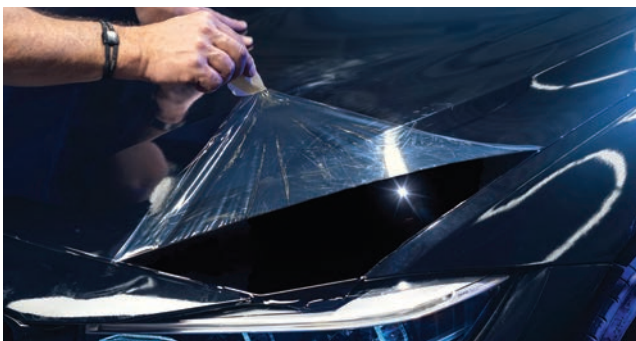
**A**s an industry first, all 3M Wrap Film Series 2080 gloss films have a conformable protective film layer over the top film surface. The benefits for installers include:

- Greatly reduces the surface impressions\* in a finished goods roll. It remains on during installation, then is removed easily and cleanly after installation.
- Scratches impressed into the protective film layer will not transfer to the wrap film itself.
- High conformability, enabling installers to wrap complex, curved body panels without first removing the protective film layer.
- Lower friction, enabling installers to slide squeegees and wrap gloves over the surface more easily.

When finishing installations around corners and panel edges, installers should peel the protective film layer back several inches before tucking and performing their normal finishing. 3M Knifeless Tape can cut through Series 2080 and the protective film layer, meaning installers do not need to remove it before doing accenting and finishing cuts. Leave on the protective film layer for the entire installation, and remove before post-heating.

## INSTALLATION TIPS & TRICKS

- 3M Wrap Film Series 2080 is more conformable than the previous 3M Wrap Film Series 1080, enabling easier installation with less heat.



- For best results with Series 2080, do not overstretch material when conforming around curvature.
- 3M does not recommend the use of a torch during installs with Series 2080. Heat guns are far less likely to haze or damage the material's surface or gloss level.
  - If hazing occurs, the aid of a heat gun will bring the film back to its original gloss level.
- 2080 can be installed utilizing the same standard installation techniques as Series 1080 and 1380.
- 3M recommends the use of a slip solution for best results during installation. Some examples of common slip solutions are:
  - 3M Paint-Protection Film Installation Gel
  - A mixture of mild detergent and water
- Always post-heat the wrap thoroughly after installation to prevent the material from lifting over time.

\* Surface impressions are commonly known as hazing, blotchy and mottled appearance on gloss film.

# 3M CERAMIC COATING APPLICATION

STORY AND IMAGES COURTESY  
3M COMMERCIAL SOLUTIONS

**Important Note:** Wear protective gloves and face/eye protection. Always apply 3M Ceramic Coating in a clean environment free of dirt and dust and away from wash bays, overspray, or other vehicles being paint corrected.

## 1. APPLY CERAMIC COATING TO BLOCK

Wrap applicator cloth around foam applicator so that the elastic band wraps completely around the block, exposing the 3M logo on the backside of the block. Tilt the bottle and apply ~12-16 drops of 3M Ceramic Coating to the applicator cloth.



## 2. START APPLICATION

Start with 3M Ceramic Coating on the vehicle's roof, working your way down the vehicle as you go. Limit application area to approximately 2' X 3' (60cm X 90cm) section. Apply 3M Ceramic Coating in a north/south and east/west crosshatch pattern. Ensure no area is left uncoated. Limit application time to approximately 1-2 minutes per 2' X 3' (60cm X 90cm) section. *Note: If applying to a matte wrap film, the approximate application area is 1' X 1'.*



## 3. COATING DWELL AND LEVELING

Allow coating to dwell on the surface for 2-5 minutes. Level coating using a clean microfiber cloth. View panel at different angles and in different lighting to ensure the coating has been properly leveled and a uniform appearance is achieved. Avoid leaving high spots or excess coating on the surface. Avoid applying pressure to the surface of the vehicle with the microfiber cloth; this could cause scratches to the surface.



## 4. REPEAT STEPS 1-3 OVER REST OF APPLICATION AREA

Repeat steps 1-3 over the rest of the vehicle, applying ~8 drops of 3M Ceramic Coating to the applicator cloth at the start of each new section. Change applicator cloth after applying 3M Ceramic Coating to half of an average-sized vehicle. Use a new, clean, microfiber cloth when leveling excess material. Re-using applicator cloths or microfiber leveling cloths could result in cured coating scratching the paint surface.



## 5. WAIT PRIOR TO SECOND COATING

After applying the first coat of 3M Ceramic Coating, wait 30-60 minutes before proceeding to the second coat.

## 6. APPLY SECOND COATING

Apply the second coat of 3M Ceramic Coating over the entire surface of the vehicle by following steps 1-4.

## 7. VEHICLE STORAGE PRIOR TO RELEASE

Keep the vehicle out of contact with water for at least 4 hours.

# HOW TO DESIGN, PRINT, & INSTALL WALL MURALS

STORY COURTESY MUTOH AND WRAPSESH, IMAGES COURTESY GLARB DESIGNS

**W**all murals are an easy and effective way to transform space within any business or home. With so many material options ranging from smooth to textured finishes, and calendared or cast films, the options and price points are numerous and can be offered to fit your client's individual needs. These are easy-to-install, profitable jobs that any wrap shop can take advantage of. Vinyl Vixen, Wrapsesh, and MUTOH America share some tips on how to successfully plan a wall mural design and installation using Flexi RIP Software and a MUTOH XPJ-1682SR eco-solvent printer.

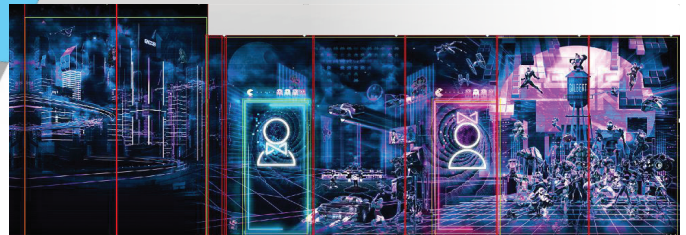
**1. On-Site Consultation:** Start with an on-site consultation to do your wall test and confirm measurements. This is a vital step in producing a wall mural graphic that will actually adhere to the wall. Accurate measurements are critical for the success of your designer. We recommend purchasing a 3M Adhesion Test Kit for smooth walls. Not all films will work for all wall surfaces! You can also create your own adhesion samples to use with the 3M test kit, or for other brands. Measure the full wall dimensions down to the quarter inch.

**2. Design and Setup:** Resolution is the biggest obstacle with wall mural art if you want to avoid a pixelated print. The general rule of thumb for digital art:

**Resolution divided by DPI = maximum image size**

For example, an image at 1,000 X 1,000 pixels, 72 DPI can be blown up to 13.8" X 13.8" (1000/72 x 1000/72). You can check image properties to find these details. Utilize Shutterstock or Google Image search for art resources. Search for art that is a minimum of 2-4 MP, typically. You can also select what type of files you are searching for (JPEG, TIFF, PNG, etc.). Most designers use Photoshop to create artwork for wall murals, utilizing different filters and brushes to make all the elements blend cohesively. Designs should be created at 100% scale with 90-100 DPI, based on the measurements provided from the consultation.

**3. Finalize and Flatten Artwork:** Once you have an approved design rendering, your designer will need to flatten the art files. This makes all the art layers into a single layer, making



files easier to save. Most designers will do this in Adobe Illustrator. Make sure your art files incorporate a 2" bleed around all edges of walls, with 1" overlapping seams (if designers are cropping files down for print through AI). For files less than 8 GB, files can be flattened and saved as PSD. For files over 8 GB, files can be flattened as a TIFF.

**4. Send to Print via Flexi Software:** Open your art files in your Flexi RIP program for print. Flexi has an easy-to-use setting where it can crop down your single art file into panels for print, based on whatever width-size film you are using, which is much faster than doing it by hand. Select art in Flexi > click RIP and Print > click the Panel tab > insert panel width under "tile" > select 1" overlap bleed in "overlap" > check "automatic tile flip" box.

**5. Out-Gas/Lamination:** If using an eco-solvent printer you will need a minimum out-gas time of 24 hours before lamination. If using a smooth wall vinyl, laminate with a luster or matte finish; gloss creates too much light glare. If using a textured wall film, lamination is not required, but the print can be damaged more easily with the ink exposed. Trim all panels to size and make sure you have a rendering handy for your installer with guides on the bleed and overlaps.

**6. Installation:** Prep the wall with isopropyl/distilled water mix using a microfiber cloth. Outline the wall perimeters with 3M Primer 94. Most installers will start in one corner and work across the wall. However, if there is any text or focal points that need to be straight to the eye, you typically want to start there. We tape all panels up before installing to make sure the setup is correct. Measure twice, cut once!

**7. Post-Heating:** Most wall films require post-heating and a couple of days to cure. We recommend getting a RollePro or

the 3M TSA-4 roller, along with a heat gun. Run your heat gun with your roller behind it, over the installed vinyl, to get the best possible adhesion to the wall. Take extra care on all perimeter edges.



# WRAPPING CRANIAL DOC BAND HELMETS

STORY AND IMAGES  
COURTESY MUTOH



- 1. Get the Details:** Collect the proper information from the client to set up the doc band design. Start with getting a photo of the doc band. Collect a measurement from the doc band strap, all the way around to the buckle, to get the circumference (inches).
- 2. Create a Template:** Create a template to mock up the shape of the doc band, as if it were a 2D shape. We recommend test wrapping a doc band in white vinyl then tracing out the edges with a marker. Remove the test wrap, heat it to shrink it back to its original shape, and place it on a flat surface. Take a straightforward photo or scan it directly into your computer. This template can be used for future doc bands as a guide for design elements, as long as the circumference is adjusted for each client.
- 3. Create Your Design:** Offer a pre-made or custom design option. If the clients want basic patterns, Shutterstock.com is the easiest option. Clients can also choose a pre-made, free downloadable design from [https://precisionsignsnc.com/free\\_downloadable\\_designs.html](https://precisionsignsnc.com/free_downloadable_designs.html). When designing a doc band, keep in mind that the installer will have to stretch the vinyl several inches, with heat, to wrap a 3D circular shape. Make sure the focal points of the design are shrunk down slightly

to account for that stretch. For any particular elements that need specific placement (names, logos, text, etc.), it is easiest to add them as overlaid decals, after the main print design has already been installed. Make sure to design the doc band with the right orientation in regard to which ear the buckle and strap are on.

- 4. Print/Laminate the Doc Band Design:** Once the design is approved, move the files into the RIP software for print. Be sure that your design has added bleed for the installation. For example, if the doc band circumference is 16", design elements should be around 13", while the actual print should be around 21". Because of the type of plastic surface, doc bands must be printed on a high tack/low surface energy vinyl (see list for recommendations). For eco-solvent printers, allow a 24-hour out-gas period, then laminate the print.
- 5. Doc Band Surface Prep:** Prep the doc band with isopropyl alcohol. Use 3M Primer 94 to apply a small line of primer around all the edges and around the strap/buckle. Mount the doc band

to something stable for installation. Small propane bottles or half-gallon plastic jugs tend to work.

- 6. Installation:** Because the doc band has a circular shape, it is easiest to use two sets of hands to pull the film initially. Use heat and a good pre-stretch to hit the largest area first (typically, the back of the doc band). Continue using heat to stretch the film around the entire doc band. Trim out the buckle and strap by making a small seam that is hidden when the doc band is worn. Trim the edges of the doc band, leaving an 1/8" edge of plastic exposed. Add any overlaid decals last.
- 7. Trim and Post-Heat:** The doc band edges will need to be edge-sealed using 3M 8914ES edge seal tape. Trim the tape in half, into 1/4" strips. Apply the tape to the entire perimeter of the wrap. The tape should be covering both the vinyl edge and the exposed plastic edge. Do not apply a large amount of stretch to the tape, just cut it anytime you encounter a hard turn. Trim any edge tape touching the foam inside. Post-heat carefully with a heat gun and use caution around the foam.



Wraps Project

# COLORADO PRINTER SERIES CAR WRAP WINNER

STORY AND IMAGES COURTESY  
CANON SOLUTIONS AMERICA

**H**ow do you stretch the possibilities with the Colorado printer series? Here is what Miss Print out of Chicago has done. Miss Print was very impressed with the media performance and graphics that were produced on the Colorado printer. The colors were vibrant, and the media and ink stretched and performed as if it were done on a solvent device. In addition, they had planned a day-and-a-half to do the labor portion of the wrap but were shocked when it only took them a single shift!



## TESTING PRINTED WRAP MEDIA

What happens when you apply a standard industry car wrapping media, printed on the Colorado printer series to a car? You then laminate the side panels but leave the hood portion unlaminated, and then subject it to over six months of punishing Chicago weather? We put it to the test, and the results are in!

“The graphics held up very well. You can’t tell the difference from the hood to the sides,” says John Estrada, Owner, RT Roofing. “I am surprised the hood, without lamination, still looks as good as the sides with the lamination.”

The car was driven to over 350 job/construction sites and traveled over 12,000 miles, subjecting the wrap graphics to snow, slush and harsh outdoor temperatures, passing through 24 car washes over the 189-day test period, all while remaining outdoors in the harsh Northwest Indiana and Chicagoland weather 100% of the time.

So, what were the results? How did the graphics and color perform between the unlaminated hood and the laminated side panels?

We tested them and the Delta-E in the black was measured at 1.04 and the orange was only .56. This is amazing considering that a Delta E shift of  $\leq 2$  color is better than the human eye can discern between any two colors!

Don’t just take our word for it! Find out how you can wrap your car/fleet with stretchable, scratch, and chemical resistant UVgel inks just like Miss Print did!

Visit [fpp.csa.canon.com/MissPrint](http://fpp.csa.canon.com/MissPrint) to view the video.



# A MOST IMPORTANT TOOL

STORY AND IMAGES COURTESY GRAPHIC FINISHING PARTNERS (GFP)

As the wrap industry continues to grow, shop owners and installers educate themselves on the latest advancements in equipment, wrap vinyl, installation tools, and techniques. From the beginner purchasing their first printer and cutter to the most experienced shops that own multiple printers and have a team of installers, it is easy to invest thousands, if not hundreds of thousands of dollars for products and people needed to run a successful and profitable business. One problem: they often overlook a very important tool — their laminator!

Wide-format laminators range in price from just a couple thousand dollars to well over \$50,000. What is needed for your shop today and in the future will most likely be found somewhere in the range of \$5,000 to \$20,000. Aside from budget, considerations should be made for workspace, productivity, ease of use, and, of course, features and benefits.

## KEY FEATURES/BENEFITS IN A DUAL-ROLLER LAMINATOR

- **Cold Only vs. Heat-Assist:** Heat-assist (90-140 F) helps reduce or eliminate “silvering,” a term used when air pockets are trapped between the laminate adhesive and the ink/vinyl layer. Silvering is most prevalent when using calendared media and laminate, when you print with eco-solvent or solvent inks that require adequate drying, or if you have little time to wait for those inks to properly out-gas. If this describes your situation, then the heat-assist feature should be given strong consideration and is highly recommended.
- **Drop-In vs. Swing-Out Supply Shafts:** Swing-out shafts allow for easy film changes and assist with loading 50-lb. rolls of material.

- **Re-Wind Take-Up Shaft:** Your projects roll up onto a core and can be directly fed into your cutter with no kinks, dust, or debris collected, a real issue that can happen when laminated graphics hit the floor or are rolled up manually. This feature allows for roll-to-roll operation and can free up your operator to perform other tasks.
- **In-Line Slitters:** Reduce trimming by up to 50% since the slitter blades will cut between images and eliminate the need to reach across a worktable to separate your horizontal or vertical graphics. Slitters can be positioned to also trim any excess off the edges of your laminated prints.
- **After-Sale Support:** Reaching out to the dealer or manufacturer of your equipment is critical! Timely responses from the dealer or manufacturer, online tutorial support, and the ability to diagnose and troubleshoot issues are crucial to keeping you operational. They also offer the ability to replace or repair worn-out parts. Make sure your manufacturer is set up properly to help support you in these situations.

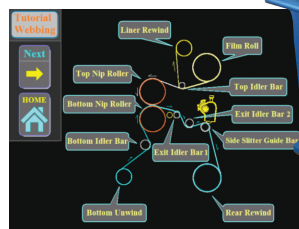
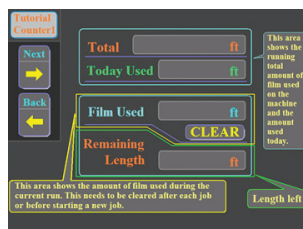
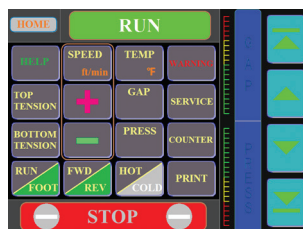
## QUESTIONS TO ASK IN EVALUATING YOUR EQUIPMENT & WORKFLOW

- **Do you toggle between different finishing films?** Changing films from cast to calendar, gloss to matte, 54" to 60" widths all create start-up waste and wasted time. Depending on the volume of work, you might be limited to running different applications on one laminator. Consider having multiple machines to run specific finishing needs. The finishing area can be a bottleneck for fluid

workflow, and having multiple laminators can reduce the time wasted changing materials.

- **Do you use your laminator as a tape applicator?** The ability to apply application tape with even and consistent pressure, especially images over 6' or longer, is performed easily using your laminating equipment without having to apply tape via hand or squeegee pressure.
- **What will your shop look like in 3+ years?** Shops with a 54" printer will buy a 55" laminator only to upsize their printer in a couple of years. You could be required to upgrade your laminator to a wider unit to accommodate the wider images created with your new printer.
- **Do you print with a UV flatbed printer?** Laminators allow you to mount or directly laminate rigid substrates. Most laminators will have a minimum 1" gap or throat to accommodate second or first surface mounting of printed images.

Arguments can be made about whether or not a dual-roller laminator is better than a single-roller flatbed laminator, each providing its own benefits. But for shops whose primary focus is on wrapping a variety of surfaces, there is little question that a dual-roll laminator will offer you the most flexibility.



How-To/Tutorial

# INCREASE PROFITS WITH CERAMIC COATING

STORY COURTESY  
FELLERS AND WRAPSESH,  
IMAGES COURTESY 3M

Whether it is brand new paint or a custom vehicle wrap, 3M Ceramic Coating offers a one-size-fits-all option to protect and enrich the look of vehicles. With high-profit margins, minimal labor, and low upfront cost, this is a service you don't want to overlook.

## THE PROS OF A CERAMIC COATING

What is a ceramic coating and how can you upsell it? In simple terms for a client, a ceramic coating is a hydrophobic seal for any surface. Why do they need it? A ceramic coating is going to make that surface easier to clean and maintain. This comes in handy for vehicle wraps, particularly matte or satin finishes. It prevents contaminants like hard water, sap, and tar from sticking to, or staining the surface. Ceramic coating can practically double the lifespan of a wrap if it is cleaned regularly and touched up annually. If your shop offers paint protection, this product can be applied to PPF/paint too, if a certified detailer does a paint correction beforehand.

3M Ceramic Coating is great because of how easy it is to use. It works with almost any vehicle exterior surface, including paint, vinyl, glass, plastics/trim, and wheels. Most other ceramic products require multiple products for each surface/finish, meaning shops have more costs upfront. This easy upsell also boasts big profit margins and is simple to use without the need for detailer certifications, unlike many other coatings on the market. With a cure time of four hours, a single employee can knock out



two vehicles with a same-day turnaround. Lastly, the 3M Ceramic Coating doesn't use any harsh vapors or carrier solvents and doesn't require any special curing equipment, like UV lights.

## WRAPSESH

Wrapsesh, also known as Vinyl Vixen Wraps, has been using 3M Ceramic Coating since the product launched and gives it rave reviews. "For the past four years, we sub-contracted our ceramic coatings because we didn't want to deal with the hassle of getting certified and figured it would be easier to sub it out. Since we started offering 3M Coatings in-house, our profit has nearly doubled. But the ease of use is the biggest benefit for our shop," says Vinyl Vixen.

Slim Sheddy and Vinyl Vixen, co-owners of Wrapsesh, even apply the coating themselves because they enjoy the process.

"3M Ceramic Coating sells itself if you explain the benefits to your clients," says Slim Sheddy. Wrapsesh clients spend a lot of money for the coverage, detail, and customization they offer. The extra protection of 3M Ceramic Coat-

ing increases longevity and makes their aftercare much easier.

"If you calculate the cost of supplies and the labor, your cost is \$400 max," says Vinyl Vixen. "You can easily coat up to four vehicles with one bottle. Overall, a single bottle of 3M Ceramic Coating can generate \$2,000-\$3,000 net profit."

Vinyl Vixen also recommends having a demo panel to show to clients. "We wrapped a mini hood in multiple vinyl finishes to show how 3M Ceramic Coating protects and enhances any film or surface. Even with matte or satin finishes, the coating actually saturates the color while sealing the surface," says Vinyl Vixen.

"We coat only half of the hood, so we can spray water on it to demonstrate how hydrophobic it is. We even drew on it with a sharpie, to show how much easier it was to remove the graffiti from the side with ceramic coating," laughs Slim Sheddy.

Visit [Fellers.com](http://Fellers.com) for all your product needs, along with detailed, step-by-step video tutorials from Wrapsesh on how to apply the coatings to vinyl/PPF/paint, and glass surfaces. 3M Ceramic Coating is only available for professional use, not for retail sale.

# NEXT LEVEL USES FOR 3M KNIFELESS TAPES

STORY COURTESY FELLERS,  
IMAGES COURTESY 3M



### 3M FINISH LINE KNIFELESS TAPE

Perfect for hidden cuts around bumpers, door handles, and mirrors.



### 3M TRI-LINE KNIFELESS TAPE

Use to create racing stripes on a contour surface making the stripes look straight. This allows you to preview what the stripes will look like before installing the film for the final cut.



### 3M BRIDGE LINE KNIFELESS TAPE

Another use for Bridge Line other than bridging gaps is for moldings on vehicles. The thickness of the Bridge Line tape allows the tape to stick on the molding while repositioning the film.



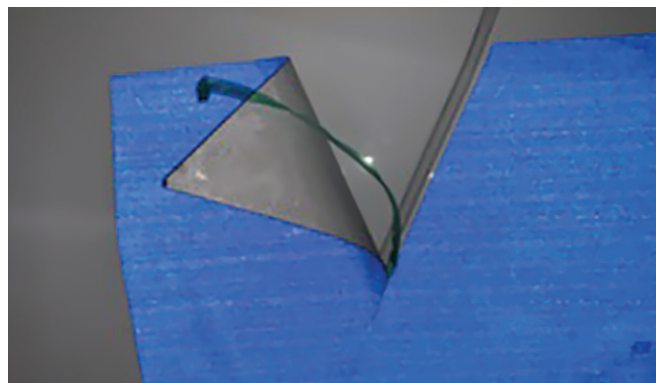
### 3M DESIGN LINE KNIFELESS TAPE

Let your imagination run wild using Knifeless Design Line Tape. Create unique accents, striping, and designs with clean edges.



### 3M PERF LINE KNIFELESS TAPE

For the vehicles with smaller gaps, Perf Line can be used instead of Bridge Line to cut between one panel to the next. Traditional use is to create a uniform margin between rubber moldings and window graphics.



### 3M PRECISION LINE KNIFELESS TAPE

Cleanly cut the most challenging films like reflective and chrome.



Business Tip

# 5 COMMON APPLICATION TECHNIQUES FOR THE HG 530 — A CAR WRAP GUN

STORY AND IMAGES  
COURTESY LEISTER

The WELDY HG 530-A is a compact, lightweight, and ergonomic heat gun with high heating and blower capabilities. It's equipped with an infinitely variable digital temperature control that enables its operating temperature to remain constant between 80 C and 650 C (180-1200 F), regardless of the air quantity setting and nozzle accessories being used. The attachable heat protection device warms up to 80 C (176 F), even when the device is at maximum temperature. This increases safety and offers users protection against burns. The air inlet covers allow users to place the tool between their knees without blocking airflow.

## UNIQUE FEATURES INCLUDE

- 3M does not recommend the use of a torch during installs with Series 2080. Heat guns are far less likely to haze or damage the material's surface or gloss level.
- Extra-long power cable (5 m / 16.4 ft)
- Two eco-modes: power safety/noise reduction or stand-by depending on tool orientation
- Five configurable memory settings (temperature/airflow)



- Heat protection device for maximum safety
- Air inlet covers (for placement of the tool between knees without blocking airflow)

## COMMON APPLICATION TECHNIQUES

- Car Body Wrapping
- Tinted Car Windows
- Tinted Taillights
- Removing Stickers/Decals
- Bumper Repair

## WHAT INDUSTRY EXPERTS HAVE TO SAY ABOUT THE HG 530-A

- "Very solid and well balanced with a good weight. The digital interface

is great. Eco-mode and the tip protection accessory are excellent features. The cord length is an added plus." – Ken Burns, Axis Installs

- "I do love the plastic guard at the tip, preventing us from getting burned." – Luis Tirado, WBC Graphics
- "Heats up fast and has the cover on the end so I don't burn myself; long cord." – John Duever, Vinyl Images
- "Heats fast and stays on the settings last used." – Jim Miller, Miller Decals
- "Feels nice in the hand, quality." – Charlie Trujillo, Lettering Express

For more information, please visit <http://gpro.link/leister>.



# HOW TO CHOOSE THE PROPER TOOL FOR THE JOB

STORY AND IMAGES COURTESY LIDCO

1. Choose a tool that will help improve application speed.
2. Choose a tool that allows your materials to be applied easily, accurately, safely, and comfortably.
3. Choose a tool that saves you time and money.
4. Choose a tool that protects your materials in the process of installation.



5. Choose a tool that inexpensively adds value to your products.
6. Choose a tool that increases customer satisfaction.
7. Choose a tool that gives the final product a clean, consistent finish.

## Squeegee Profiles

- A. Single-curve profile with softtip edge
- B. Econo-line, low indent-style profile
- C. Ribbed ergonomic profile
- D. Felt-wrapped Standard felt
- E. Felt-wrapped Heavyweight felt
- F. Big Blade Removal Tool profile
- G. The Chizzler profile



# UV INK LAMINATING AND INSTALL TIPS

STORY AND IMAGES  
COURTESY MIMAKI

**T**here are many important choices to be made when working on a large-format print job, and none may be as important as which ink to use. Among your choices, UV ink should be at the top of your list. Ultraviolet (UV) ink cures instantly when exposed to UV light, eliminating the need for solvents and absorption time. The ability to immediately remove the cured and ready prints speeds up production time, therefore reducing costs.

When working with Mimaki UV curable inks, there are a few tips to keep in mind. First, properly load the inks and the chip card into the printer. For optimal ink coverage, download the specific profile for the material you are using to print. Load the media into the machine and laminate in a standard manner with a normal pressure commonly used.

At this point, you will notice that UV inks have a slight texture to them. This means that with certain laminations, it will cause “silvering.” This will go away on its own after a few days. There is a way to speed up this process with Mimaki UV inks. To do so, increase the pressure of the roll on the laminators to the maximum. Next, raise the heat on

the rollers to 140 F (60 C). Make sure the temperature of the roller is correct and even, from side to side, and run the material through the laminator one more time at a slightly slower speed. You will see that the “silver” is now gone, and you can safely begin the installation process.

## DETERMINING STRETCH

Every ink platform behaves differently to stretch. To see how Mimaki UV inks behave, begin with two pieces of cast digital print film of the same length. Heat one piece and stretch it dramatically. Let it cool down to room temperature and measure to see how the piece has been stretched to around 100%. You will notice that some of the color is lighter, and in the darker areas, you might observe separation of the ink layer, showing the white below it.

Next, heat and stretch the second piece in a more normal manner, around 30%. You will see that the colors haven't changed and are still vibrant. At this point, you can go back to the first piece that was overstretched, and if it's not touching the

vehicle, hold it loosely and add heat. This will trigger the memory effect, and the ink layer will return to its original color, even if the inks have separated.

## REAL-WORLD VEHICLE APPLICATIONS USING UV INK

UV inks are a great choice when working with extremely recessed areas. To begin installation, remove the liner and bridge film over the recessed area. Apply heat to relax the film. You will notice that the film won't glass out with Mimaki ink and may look like it has tension wrinkles. This is a simple property of UV ink, and the film will install and perform as usual. Even on extreme recessed areas, the color holds up perfectly. Expert results can also be achieved when working on extreme compound curves like car mirrors. These areas can be wrapped entirely with cast film using Mimaki UV ink. They will hold their color on both the outside and inside sections of the mirror without issue. UV inks will give the film a very slight textured appearance; however, there is no need for concern. This does not affect cutting. You can cut the excess film away as usual.

A good tip to keep in mind is to add heat to the edge before sealing with a squeegee. When post-heating, avoid going past the recommended temperatures set by the manufacturer, especially on plastic sections like mirrors and bumpers. Doing so can cause the ink layer to separate. There is no chance to pick the material back up and self-heat it at this point in the installation process. So always install the wrap film in these areas as normal and stay within the appropriate heat window. This will reduce the memory, and Mimaki UV ink will look and hold up perfectly for the long term. To see these real-world examples as presented by Justin Pane from The Wrap Institute, please visit our YouTube channel: <https://www.youtube.com/user/MimakiUSAinc>.



# 10 STEPS TO WRAP AN ARCADE GAME

STORY AND IMAGES  
COURTESY MIMAKI

The wrapping of this arcade game was done in 10 easy steps. This wrap was printed on Mimaki's eco-solvent printer, the JV100-160, and laminated with Mimaki's LA-160W heat-assisted laminator. The panels were cut with Mimaki's CG-FX Plus cutting plotter. The digital media used for this application was Mactac REBEL RB528H High Tack, and the laminate was Permacolor ColorGard LUV 8200.

**Step 1:** Measure the outside panels of the arcade.

**Step 2:** Remove the glass top of the arcade and measure the graphic underneath.

**Step 3:** Design a game graphic in Adobe Illustrator, following the measurements above.

**Step 4:** In Adobe Illustrator, create game graphics fitting the arcade's 17" X 24" panels and the top graphic adding a 0.5" to each side to help during installation.

**Step 5:** Print out the sections on Mactac REBEL RB528H High Tack using the Mimaki JV100-160 with SS21 eco-solvent inks.

**Step 6:** Laminate each panel using the Mimaki LA-160W laminator and Mactac Permacolor ColorGard LUV 8200 matte laminate.

**Step 7:** Cut the panels using Mimaki FineCut and the CG-FX Plus cutting plotter.

**Step 8:** Apply the new graphics over the old ones on the arcade panels.

**Step 9:** Cut the new graphics in sections to fit the coin slots and money retrieval sections.

**Step 10:** Replace the top graphic and secure the glass back. Have fun with your freshly wrapped arcade game!



# A Q&A WITH JOSHUA MARQUARDT OF ART CITY WRAPS

**J**oshua Marquardt has always enjoyed the creative process and working with his hands. After earning his BFA in printmaking from the University of Wisconsin Oshkosh, he started Art City Wraps there in 2003 with a focus on digital prints and installations. Reaching for quality craftsmanship, he's earned several industry certifications, including the designation as an Avery Dennison Certified Wrap Installer.

In 2013 and 2014, he placed in the top 15 of the Avery Dennison Wrap Like a King Challenge. He subsequently competed in the World Wrap Competition in 2016, where he took 8th place, and in 2017, took silver at the Wrap Olympics. He has designed for Nissan and installed graphics for sports arenas and stadiums like Lambeau Field, home of the Green Bay Packers. He's also been involved with installing large production graphics at the last four Super Bowls.

We asked Joshua about a unique vehicle wrap installation he worked on for Kelly-Moss Road and Race and their Porsche 911 GT3 sports car racing team.



STORY AND  
IMAGES  
COURTESY  
AVERY  
DENNISON

## Q: WHAT'S THE STORY ABOUT THIS RACE CAR PROJECT?

Kelly-Moss Road and Race was founded in 1988 near Madison, Wisconsin, as a Porsche racing company. They built the business into a dominant force in racing and have expanded to include driver development, a full-service GT race shop, and a world-class custom car and restoration facility. With hard delivery dates approaching ahead of the 2021 racing season, Kelly-Moss hired us to wrap several of their fantastic new 992 Porsche 911 GT3 race cars.

## Q: SO, I TAKE IT THESE WEREN'T YOUR EVERYDAY WRAPS?

Definitely not. On our first day, we wrapped a two-tone green/blue car that had additional spot graphics printed and applied that gave the whole vehicle a crazy comic book livery for the pizza restaurant sponsor.

The second day we wrapped a car in Avery Dennison Supreme Wrapping Film satin black (SW 900-197-O), and then applied die-cut red spot graphics over the top. It took us four hours to complete the color change wrap. Then we had to finesse, measure, and dial in the final spot graphic details. We finished those cars so quickly, they asked us to help with another Porsche 911 GT3 that had already been wrapped with the base color. This one was split down the middle, half of it

Avery Dennison Supreme Wrapping Film matte black (SW 900-180-O) and the other half Avery Dennison Supreme Wrapping Film matte white (SW 900-102-O) with strobed angled pinstripes running the length of the car in Supreme Wrapping Film gloss red (SW 900-415-O) and gloss black (SW 900-190-O) with satin black accents. All three Porsches were silver with black carbon fiber bumpers and hoods.

## Q: WHAT KIND OF DIRECTION DID KELLY-MOSS GIVE YOU?

We were just brought in for the installation process. All the work was produced by Kelly-Moss. They specified Avery Dennison Supreme Wrapping Film for the color change wrap, which was fine with us. As a CWI Installer, we routinely work with Supreme Wrapping Film and are very familiar with these color change films. All the printed and die-cut spot graphics were Avery Dennison MPI 1105 Easy Apply RS with Avery Dennison DOL 1360 gloss overlaminate. We really like Avery Dennison for the spot graphics too, because of how easy it is to reposition the films. I can tell when it's an Avery Dennison film just from pulling the release liner. The air egress has a certain feel.

## Q: HOW WOULD YOU RATE THE OVERALL EXPERIENCE?

We had a great time in the Kelly-Moss environment. I'm not a car guy, so I have zero clue what kind of awesome Porsches we were working on, but they are fast and loud — just like our wraps!

## Q: HAVE YOU DONE ANY MORE WORK FOR KELLY-MOSS SINCE THEN?

Yes! Several of these cars have crashed during the racing season, which takes place across the country. We help Kelly-Moss find top-quality installers near the racetrack who can repair the graphics and get the cars off to the next race. It's been great referring business to our friends in the wrap community — and a win-win for everyone!

To view some of Joshua's work, visit [artcitywraps.com](http://artcitywraps.com). To learn more about Kelly-Moss Road and Race, visit [kellymoss.com](http://kellymoss.com). The Avery Dennison Wrap Visualizer online experience allows shops and installers to take the guesswork out of choosing a vehicle color change wrap. Visit [graphics.averydennison.com/carvisualizer](http://graphics.averydennison.com/carvisualizer) to explore over 120 different Supreme Wrapping Film and Conform Chrome Series colors.

STORY AND IMAGES  
COURTESY AVERY  
DENNISON

# WRAP ROYALTY'S STORIES ABOUT WINNING CONCEPTS

**A**very Dennison Wrap Like A King finalists show how a unique use of color, light and wrapping films can make a meaningful impact and drive visual innovation. Epic Wraps, HTX Customs, and Ceramic Kings share the stories behind their concepts.



**PROJECT:** Cyber 3 Tesla | Tesla Model 3  
**BY:** Epic Wraps | @wrappedbyepic  
**PRODUCTS USED:** Avery Dennison MPI 1105 EZRS; Avery Dennison DOL 1380Z Cast Matte Laminate

The concept for this design was a play on Tesla's cutting-edge Cyber Truck. We wanted to encompass the geometric design elements, while creating something unique to the Tesla Model 3. To create the intended illusion, our team needed to camouflage the natural body lines of the car, while still keeping the integrity of its shape. Avery Dennison Matte Laminate was an absolute no-brainer here, as the finish is unparalleled in reducing the visibility of organic body lines on the vehicle. In the design process, we made new body lines to keep the geometric feel and created a high-contrast illusion with the appearance of a shiny, metallic finish (this is matte wrap). We knew going into this, the wrap would only be a success if everything lined up. The team physically masked the vehicle and traced the body lines to create an accurate template. This ensured us that each panel would line up and the integrity of the artwork was preserved. Even one body panel reflecting the natural curvature of the car would ruin our optical illusion.



**PROJECT:**  
Change  
Through Prog-  
ress | Dodge  
Challenger  
Hellcat

**BY:** HTX Customs | @htxcustoms (Designed by Corsa Auto Design)  
**PRODUCTS USED:** Avery Dennison Conform Chrome Silver; Avery Dennison DOL 1460Z

This design features pivotal moments in Black American history combined with a modern abstract art style. Featuring different creations by black inventors, different patterns and textiles found in black culture, and prominent black figures from various moments in American history, this design is rich with detail and depth. A multitude of powerful quotes are embedded into the design as well. We used Avery Dennison Conform Chrome Silver and laminated with DOL 1460Z.

**PROJECT:** Boxster Martini with a Twist | Porsche Boxster  
**BY:** Ceramic Kings | @ceramickings.van (Designed by Corsa Auto Design)  
**PRODUCTS USED:** Avery Dennison Supreme Wrapping Film Satin Silver Metallic; Avery Dennison DOL 1380Z; Avery Dennison DOL 1460Z

The Martini livery is one of the most recognized liveries in the wrap world. This iteration puts a unique spin on the classic theme to give it some newfound originality. The design takes inspiration from the classic lines of Martini liveries and pairs it with the lesser known 'Hippie' livery that adorned the Porsche 917 back in 1970. This creative fusion combines smooth flowing lines with abstract psychedelic shapes to enhance and create new features within the Boxster's body lines. To make it even more distinct, the design features a non-traditional color scheme (matched to the Porsche emblem), with the main Martini stripe breaking up the base into a two-tone black/silver scheme. Upon a closer look, each color has its own special texture – the red is a crushed silk, gold is rough metal, silver is weathered steel, black is textured leather, and gray is smooth stone.



*How to get  
your client to  
make the right  
decision*

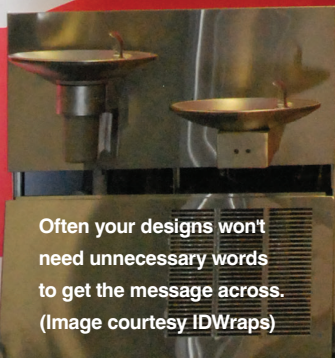
BY MALCOLM GIESKE



Malcolm Gieske works at IDWraps.com in Slatington, Pennsylvania.

# Bridging the Gap from Customer to Designer

As graphic design professionals, we all dream of customers arriving at our door with a clear vision of their brand and the desired visual they hired us to develop. But what if their vision needs corrective lenses? I'm talking Coke bottle thick glasses. Believe it or not, customers don't always have the best ideas. It turns out that contractors, HVAC installers, or plumbers are rarely qualified to be design directors. We just can't directly tell them that. Here are some tactics used at our shop to guide customers through the design process.



Often your designs won't need unnecessary words to get the message across. (Image courtesy IDWraps)



A fun rendition of making the mistake of giving certain customers everything they suggested on the design. (By Robert Burns / Courtesy IDWraps.com)

- 1) **Qualify yourself.** As part of the sales process, we qualify customers on the daily. The inverse is equally as important. In the selling process, it is important to tactfully establish you, and your designer, as the experts. Be sure they've seen your quality work, testimonials, awards, etc. and discuss the elements of effective design. Dropping some technical jargon, such as text hierarchy and vehicle limitations, can warm a customer up to the idea that you're the professional and they should trust your advice.
- 2) **Design brief.** Very often, new customers don't come prepared for a design discussion. This is no fault of their own; for many customers, this is their first formal design experience. It is quite handy to have a short form for your customer to fill out in advance of a design discussion. It's best to get them thinking about their brand identity before the design clock starts ticking. If they show up ready for the discussion, you'll spend a lot less time guessing and heading in the wrong direction. Your customer will also realize there's some science behind your artistry.







Proper design requires knowing how to get your audience's attention and then being able to get your message across. (Image courtesy IDWraps.com)





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- 3) **Third-party intervention.** At times, the design process is stifled when the customer has a vision that simply can't be executed. Our designers will regularly pick the brains of our installation team to get their opinions on "installability" of their design concepts. Experienced wrap designers understand the limitations of carrying a 2D design into the 3D world, the hard part is getting our customers to see it that way. This can often place a designer and customer into an adversarial relationship. In this situation, we may bring another team member in to advise on the creative direction. As the customer may not be inclined to listen to the initial design pro, they may think different when offered a perspective from a fresh face. Sometimes, all it takes is a short phone call to get our customer and designer back on the same page.
- 4) **Focus groups.** Not to say that a small shop must deploy corporate level marketing strategies, but anyone can round up some folks for an opinion. Business owners often get

lost in a sea of operations and responsibilities. They know their internal processes so well, yet they are blind to the way in which their business is seen by prospects. They can also lose touch with the needs and wants of their target audience. Everyone is the master of selling to themselves. Targeting an ideal audience can be an entirely different approach. A small email group of qualified customers can be all it takes for quality advice, and to refocus on the needs of your target market. "Have you shown the layout to any of your best customers?" is a useful line that can provoke some consideration on second opinions. In the end, the prospect's reaction is what counts.

We are fortunate that most of our clients come to us for our expertise. With this, comes trust in our abilities. That trust often allows us to take the wheel on delivering effective advertising graphics. In the end, if your customer looks good, you look good. It's a win-win that allows all parties to sleep well at night. 🔄

# Shop Spotlight: **Signarama** River Cities

*Bernard Kincaid shares his love for wraps*

BY SHELLEY WIDHALM



**S**ignarama franchise owner Bernard Kincaid wraps his truck every two years, changing the look each time not only to protect the paint but to market his business as he drives around South Point, Ohio.

“We always do something drastic because we want that truck to stand out. That’s why it’s easy to sell someone on it,” says Kincaid, owner of Signarama River Cities in South Point.

Kincaid opened his signage and advertising franchise in 2017 with his wife, Heather.

Signarama River Cities produces custom vehicle wraps and signs for businesses, including banners and ar-

chitectural, monument, box, directory, interstate, and illuminated signs, channel and individual letters, digital graphics, and custom graphics and logos.

Kincaid initially didn’t plan to purchase a franchise but to open his own sign shop. He’d been working in the construction industry for 18 years and eight years ago wanted a change, so he served as the production

Shelley Widhalm is a freelance writer and editor and founder of Shell’s Ink Services, a writing and editing service based in Loveland, Colorado.



Bernard Kincaid, the owner of Signarama River Cities, wraps his truck every two years into something new and fresh using an in-house design from the company’s design team. This wrap is printed on Avery Dennison 1105EZ with luster laminate and Avery Dennison chrome red and silver overlays. Images courtesy Bernard Kincaid.

manager for a local sign shop to learn the trade and eventually purchase the business. When things didn't work out as planned, he and Heather researched franchise sign companies.

### OPENING A SIGNARAMA FRANCHISE

Two months after interviewing with Signarama, Kincaid and Heather opened a franchise and immediately started selling sign and wrap products out of a 2,200-square-foot space in a shopping plaza. Three years later, he moved to a larger space spanning 7,700 square feet on a 2.5-acre property within an industrial park.

"We do everything, but wraps are our No. 1 seller, very close to installs," Kincaid notes.

He wanted to specialize in wraps after seeing his competition didn't do them correctly, lacking the training and certifications. He started with a 25-foot bay in his first shop, expanding to two 75-foot bays with enough space to do full wraps and wrap large vehicles, like an 18-wheeler for Marshall University's football team in Huntington, West Virginia. He started with a staff of three that has since grown to 12, including three salespeople and two install crews with staff cross-trained, and expanded from one truck to four for outside installations.

"We really expanded the wrap enterprise," says Anthony Carter, lead designer and production manager for Signarama River Cities. "Instead of doing one wrap at a time, we can have two to three going on at the same time."



Signarama River Cities offers anything from vehicle decals to full wraps.

"We do everything. If you want a picture of your dog on the side, we'll figure out a way to put that on your vehicle," Carter says. "As far as wraps go, it really is only limited to the customer's imagination."

### BECOMING AVERY DENNISON CERTIFIED

After being in operation for 1 ½ years, the franchise became an Avery Dennison Certified Wrap Shop, working with one of the leading top wrap lines that sets the standard for the industry.

Approximately 500 installers have passed the certification so far, becoming "elite wrappers," Carter says, among the thousands that test.

"It is considered to be one of the hardest accolades to get," Kincaid notes. "It's just very, very strenuous and detail-oriented about how you wrap and finish the product."

Kincaid and his staff trained on installing wraps with clean lines and surfaces without any warping of the vinyl material.

"Designing a wrap with all one piece and no overlay is extremely difficult. No one does it as well as we do," Carter says, explaining that a full wrap exceeds the quality of a base wrap with stickers installed on top. "Everything we do is printed in-house. We don't do overlays here."

Avery's training covers recommended vinyl for different wraps and specific installation techniques, such as window perf and paint protection. Installers learn the full spectrum of techniques to wrap curved surfaces, windows and doors, make tucks under window rubber gaskets, do door releases for door cups, and fully wrap hoods. They learn about the different laminates that go with each product for the best adhesions in deep crevices, preventing any material from moving out of place.

"A lot of the processes we do, we learn on our own with a little guidance from Avery," Carter says. "We just don't say no. If someone asks us to do something, we figure out a way to do what they want."

## WORKING WITH "RIDING WITH DAVE"

YouTube personality and semi-trailer truck driver Dave Triola, known for his "Riding with Dave" channel, reached out to Kincaid through Facebook in July 2021, requesting he do a custom wrap job for his Jeep Gladiator and trailer. Triola, from Mississippi, has more than 250,000 subscribers and 31 million people viewing his videos.

"For him to come all the way to us says a lot," Kincaid says. The full wrap job was completed in September 2021.

## DESIGNING & INSTALLING WRAPS

According to Kincaid, wraps have multiple benefits, including protecting the vehicle from the sun's UV rays, rain and other weather phenomena, rocks, and road debris (which might scratch, ding, or dent surfaces).

Every time Kincaid wraps his truck, it looks like it came off the sales floor because the vinyl took all the abuse and not the paint. He says wraps generally last three to five years, depending on the outdoor elements.

"If you put a decal on, after three years, it has ghosting where you laid down the letters," Kincaid points out. "The paint fades everywhere else."

The installation process for wraps involves a few steps but is compli-

cated to carry out. Vinyl wrapping films come on rolls, and Signarama River Cities prints color onto the rolls of wrap vinyl, which have a sticky adhesive to adhere to the vehicle's surface.

"It's pretty much like a huge sticker, an oversized sticker that's ready to go," Kincaid says.

A silicone backer is removed from the vinyl adhesive after being held in the appropriate place by magnets. As the backer is removed, the adhesive is slowly adhered to the vehicle's surface using an infrared heater. The surface needs to be as smooth as possible with headlights and taillights, door handles, and mirrors removed.

"We will squeegee out all the air while it's on the vehicle. We use heat to position



Signarama River Cities created a full wrap for YouTube personality and semi-trailer truck driver Dave Triola's Jeep Gladiator and trailer in September 2021.



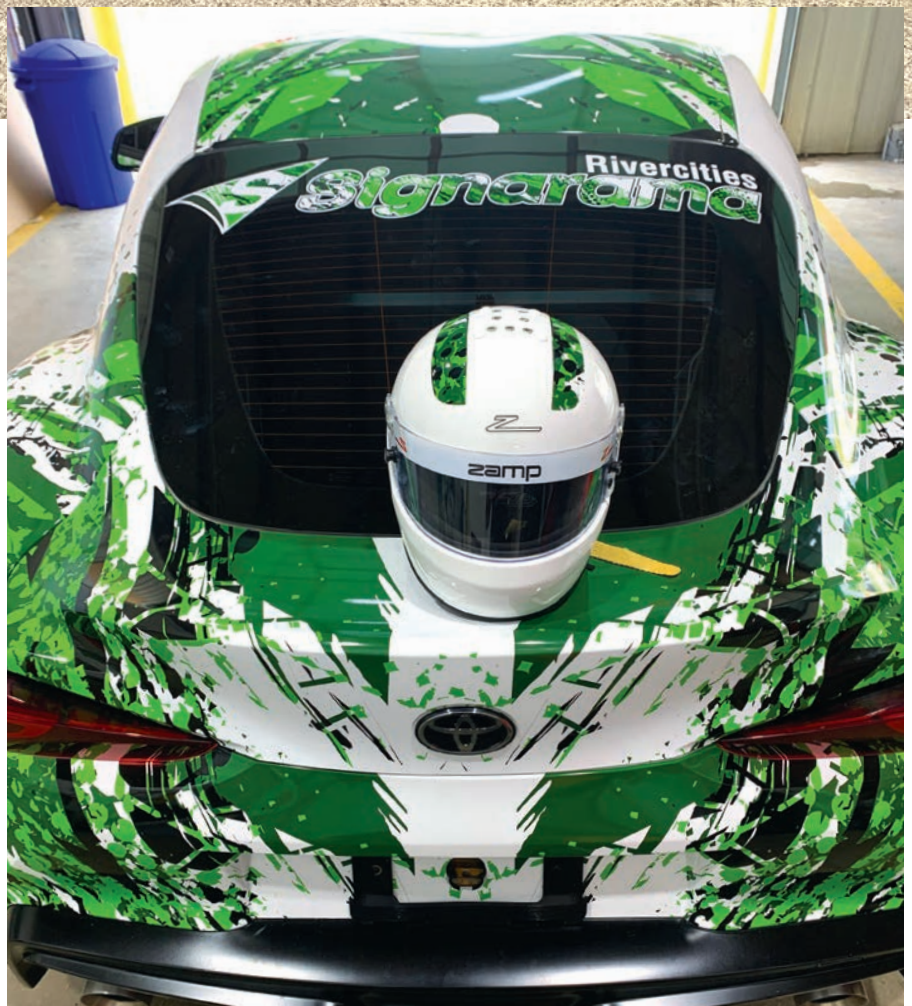
the vinyl in place permanently, stretching it around the curves and struggle points we have to work around,” Carter says.

Signarama River Cities’ work has been recognized throughout the years, receiving the vehicle wraps award in Signarama’s Annual Sign Awards three times and being featured several times in Signarama’s internal magazine Shop Talk.

“We basically just go into every wrap job that we do as if (it) was our own wrap we’re designing for our own company,” Carter says. “If it’s cool enough for me to put on my car, it will be something that will stand out for the customer. We want your business to stand out with a vehicle wrap like our wraps make our business stand out.”

Carter and Kincaid particularly love seeing the surprise and excitement on their customers’ faces after finishing a wrap job.

“Unveiling in 3D what they see in 2D on computer proof is amazing. We know in our heads that it’s going to turn out great,” Carter says. “So, it’s kind of euphoric every time we do it, and we see our customer’s face. It gives us excitement to do the next project.”



The drag car is an inside concept at Signarama River Cities and printed on Avery Dennison 1105EZ with 1460 laminate, wrapped a few times for extra protection.

# Partnering on Graphic Installs

Your role and tips for good communication



BY CHARITY JACKSON

Charity Jackson is co-owner of Visual Horizons Custom Signs, based in Modesto, California. She has been in business since 1995 and has worked in the sign industry for nearly 30 years. You can visit her website at [www.vhsigns.com](http://www.vhsigns.com).

Over the years, we've worked with numerous sign shops, graphic designers, and ad agencies. Often, they're from out of the area and need graphics installed locally. Working with other designers is a bit different than your average customer in that they typically already have the design and materials worked out with their client. You're not guiding and helping them to a solution like you would with your customer. Instead, you're part of their process in assisting them to get a project to completion.

It's essential to think of your company and the other sign shop or ad agency you're working with as a partnership. Your professionalism and quality workmanship is a reflection of their company. Good communication throughout the process helps eliminate problems.

## DISCOVERY

New inquiries into our services often end up in my inbox through our website contact page or directly to my email address, so I don't always know how companies

find our shop. Other times it will be a phone call inquiring about our interest, followed by an email.

So how do other sign shops find us? I had the opportunity to talk with Javier Lozano Jr. with Wrapmate after a recent project we installed for them, and I asked him this question. He said, "We find many of our vinyl installers through our collaborative relationship with 3M, as well as connecting with installers at trade shows, events, and through our website."

I also asked Lozano what Wrapmate looks for in an installer. He mentioned that they "like working with vinyl wrap installers that are 3M preferred partners and/or certified through their program. This ensures that our customers only get the best installers in their city."

Years ago, I went through 3M's Preferred Installer training and testing program. After passing the test, I was listed on their online directory. This makes it easy for companies to find installers near their customers and, as Lozano mentioned, also helps ensure that the agency gets a qualified installer.



Vehicle:  
YEAR: 2016 MAKE: Ford MODEL/TRIM: Transit Connect XLT VIN# 9056



A majority of the contracted installs we do are spot graphics. We estimate the job of a sample proof and install the provided graphics to fit. All images courtesy Charity Jackson



Careful measuring ensured these installs for DIG Creative Solutions were consistent across multiple vehicles.

We've completed installations for DIG Creative Solutions over the years as well. I asked Emma Bond with DIG the same questions, and she mentioned both the 3M website and Google as their sources for finding installers. Bond said her company looks for installers that are "reliable, have good communication, and are reasonably priced."

Being a certified installer is an excellent way for companies to find you, but having a good website, connecting at trade shows, and connecting with ad agencies directly are other effective ways to get your company on their radar. Search for agencies that advertise graphic solutions for companies nationally and reach out to them with an email introducing your company and the areas you service.

WrapperMapper.com is another way for you to get your company on the map. Literally. Check out their website and sign up for either a free or premium listing, which will show your company on a worldwide map of installers. This is an excellent way for companies to find installers around the world.

### WRAPIFY

Last year, we completed our first campaign with Wrapify. This is another online platform that is free to sign up for. Wrapify runs national, regional, and local campaigns that pair drivers with companies advertising in the area.



This Wrapify campaign involved multiple vehicle types and provided graphics. Their carefully planned system creates a streamlined process.



Carefully review estimate specs before quoting a job to avoid material or install surprises.





Installers rely on the provided panel guides, so it's important to review planned panels with the designer to be sure you can meet their needs.

It was about two years from when we signed up for the program to when we did our first installs, so getting work will depend on when campaigns come to your area. The installs can be full wraps, partial wraps, or what they call Lite, which is what we did.

The ads were Now Hiring ads for Amazon and were wraps covering both doors on each side and a perforated wrap of the back windows. We also installed a few spot graphics and placed the Wrapify beacon.

Wrapify provided the graphics to fit a variety of different types of vehicles. The installs (and later removals) are coordinated through their website based on your company's availability. It was a streamlined process that involved a straightforward documentation process in addition to the installation itself. There is a checklist to document the vehicle's condition both before installation and later before removal. Along with photos and signatures from the customer, this information is uploaded to the Wrapify Installer Dashboard.

## ESTIMATE

Quoting a new project is a similar process across the different agencies we've worked with over the years. Typically, we'll receive an email stating they have a project in our area and want to know if we're interested in quoting the installation.

Sometimes we'll receive just a brief description, typically for spot graphic installs, but usually, we'll get a PDF showing a proof of the vehicle and graphics. This is especially helpful when determining obstacles and install time.



**When a batch of graphics comes in, be sure you go through the provided paperwork to ensure nothing is missing.**

Be sure to pay attention to the specs the company lists on the PDF before quoting the job. We did quite a few installs for a company a few years ago that involved stripes and spot graphics and a full wrap of the tailgate. Easy enough project, but I missed that the graphics had a liquid laminate and would come masked. This was fine for the stripes and spot graphics but did make the tailgate wrap a bit more difficult as it covered a large Dodge emblem and curved tailgate. Liquid laminated

graphics are less flexible and split easier, and masked wraps are harder to install. The extra install time cut into our profit, as it took longer to install than I quoted.

Often, the ad agency will give a specific budget for the installation and ask if you can meet this budget. Usually, we can do the installation for the budgeted amount, but sometimes we can't. Our shop is in California, and our labor rates are high due to increased wages and overhead costs. Sometimes we can't meet their budget while also covering our costs. In these cases, we note what amount we can do it for so the agency can adjust expenses on their end as needed.

## PARTNER

As I mentioned, working with other companies should be a partnership that benefits everyone. Three parties are involved in these projects – your company, the ad agency contacting you, and the customer.

There are two main things we look at when quoting a new project. The materials they're calling out to use, and the install plans for the job.

If the job is a spot graphic install on vertical surfaces, we usually roll with what the company calls out. Suppose it's a full or partial wrap that will cover horizontal areas. In that case, we will recommend us-



ing a non-PVC overlaminate to reduce or eliminate browning issues. For example, there isn't a significant cost difference between 3M 8518 and 3M 8548, but it will make the graphics last a lot longer.

If the project is a full wrap, we'll often get an install guide showing the planned print panels. On a recent project for Wrapmate, we were quoting a full wrap on the cab of a tow truck. Most of the panels they had planned would work great, but we felt they needed to plan an additional panel for the sides of the hood to eliminate issues during the installation that could lead to overstretching and failure. Since we've done quite a few semi-truck cabs and tow truck wraps, we have a good idea of where problem areas will arise.

Wrapmate's designer for the project gave me a call, and we talked through the installation and looked at how they could add the extra panels without having to do any reprinting on panels that were already printed. It was a good way for us to partner on the project, eliminating surprises and problems beforehand.

## YOUR ROLE

Once an estimated project has been approved, the ad agency will ship out the graphics, and the installation is sched-



**Most graphics arrive in a tightly wound roll, so it's important to lay them out, check for damage, cut down spot graphics, and roll and label panels for installation.**

uled. Sometimes the installation scheduling is done through the agency, and sometimes we contact the customer directly to work out the schedule.

When we receive the box of graphics, we lay the graphics out on the table and go through the proof to ensure everything is there. You don't want to find out that something is missing on the day of the installation.

If there is any damage during shipping, we'll take pictures and note the damage. Because graphics are so flexible, we can typically fix any issues with heat during

the installation, but it's important to note them ahead of time.

On the day of the installation, we do a quick overview of the vehicle before installation writing down any pre-existing damage, obstacles that weren't previously mentioned and noting whether the vehicle came in washed. We also clarify any removal of emblems or pre-existing decals if it wasn't already mentioned.

Since we didn't print the graphics and reprints are difficult, it's essential to dry-fit the graphics ahead of time to ensure everything fits the vehicle as planned. In some cases, you'll have to simply make it work if there are small discrepancies. For example, if a fender wrap comes up a couple of inches short, plan ahead and relieve some tension over the wheel and stretch the graphics a bit. It's easy to make up these minor shortages if you plan ahead.

Upon completion of the installation, it's important to follow the agency's directions on what they need from you to finalize the project. Photos of all sides of the vehicle, VIN photos if there are multiple vehicles, customer signature on the paperwork, and any documentation of the damage to the vehicle before installation are some of the required items that may be requested. Be sure you read through their paperwork ahead of time so you don't miss anything before the customer picks up the vehicle. 📸



**Since the graphics are provided and reprinting would be difficult, it's important to double-check the placement of tight panels and remove any obstacles that could cause issues.**

# Installer Directory

## CALIFORNIA

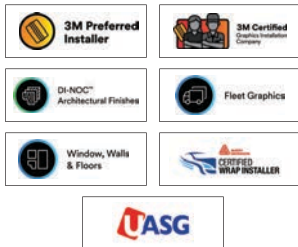
### CUSTOM AUTO WRAP

INSTALLER: Stacey Taylor  
6969 N Ave  
Lemon Grove, CA 91945  
PHONE: 619-464-0911  
URL: <http://www.customautowrap.com>  
OFFERINGS: Building Wraps & Vehicle Wraps



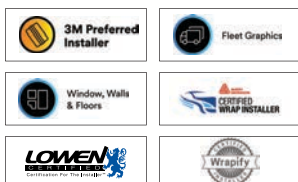
### GI INC

INSTALLER: Adam Segura  
6700 Bright Gem Ct  
Eastvale, CA 92880  
PHONE: 951-500-9410  
EMAIL: [info@giinc.net](mailto:info@giinc.net)  
URL: <http://www.giinc.net>  
OFFERINGS: Building Wraps & Vehicle Wraps



### ROYAL WRAPZ

INSTALLER: Andy Rice  
32193 Rd 160  
Ivanhoe, CA 93235  
PHONE: 559-731-9368  
EMAIL: [andy@royalwrapz.com](mailto:andy@royalwrapz.com)  
URL: <http://royalwrapz.com>  
OFFERINGS: Vehicle Wraps

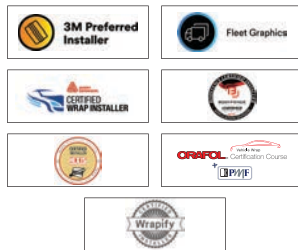


## CALIFORNIA



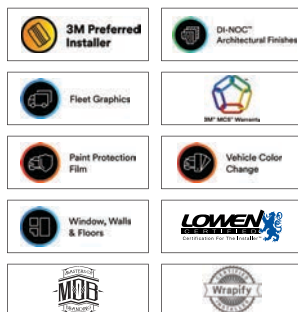
### SAVAGE WRAPS DBA SAVAGEXPRESS

INSTALLER: Keith Vu  
1005 Pecten Ct  
Milpitas, CA 95035  
PHONE: 800-507-6838 • 408-582-2985  
EMAIL: [keith@savagewraps.com](mailto:keith@savagewraps.com)  
URL: <http://www.savagewraps.com>  
OFFERINGS: Building Wraps & Vehicle Wraps



### WRAPX IMAGING

INSTALLER: Adam Sumner  
202 W Palm Ave  
Burbank, CA 91502  
PHONE: 818-433-7548  
EMAIL: [info@wrapximaging.com](mailto:info@wrapximaging.com)  
URL: <http://wrapximaging.com>  
OFFERINGS: Building Wraps & Vehicle Wraps



## DELAWARE

### ACCURATE TINT AND GRAPHICS

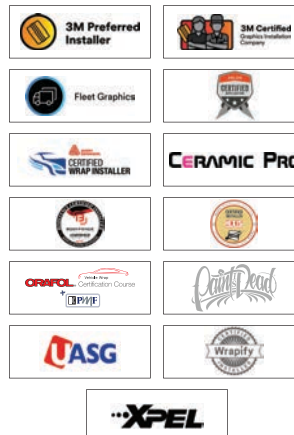
INSTALLER: Jeremy Rodriguez  
1508 E Lebanon Rd Unit E4  
Dover, DE 19901  
PHONE: 302-698-2700  
EMAIL: [jeremy@accuratetint.com](mailto:jeremy@accuratetint.com)  
URL: <http://www.accuratetint.com>  
OFFERINGS: Building Wraps & Vehicle Wraps

## FLORIDA

### #201WRAP JACKSONVILLE | ST. AUGUSTINE

### #201WRAP

INSTALLER: Austin Smith  
7818 Philips Hwy Ste 201  
Jacksonville, FL 32256  
PHONE: 904-201-9727  
EMAIL: [sales@201wrap.com](mailto:sales@201wrap.com)  
URL: <http://www.201wrap.com>  
OFFERINGS: Building Wraps & Vehicle Wraps

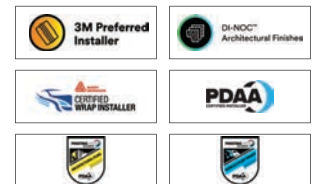


## FLORIDA



### AXIS GRAPHIC INSTALLATIONS INC

INSTALLER: Daniel Gonzalez  
7102 NW 67th St  
Tamarac, FL 33321  
PHONE: 844-294-7872 • 954-512-3611  
EMAIL: [admin@axisinstalls.com](mailto:admin@axisinstalls.com)  
URL: <http://www.axisinstalls.com>  
OFFERINGS: Building Wraps & Vehicle Wraps



### CARBON WRAPS

INSTALLER: Steve and Jen Carney  
672 Jackson Ave  
Winter Park, FL 32789  
PHONE: 321-804-2726  
EMAIL: [carbonwraps1@gmail.com](mailto:carbonwraps1@gmail.com)  
URL: <http://carbonwrapsorlando.com>  
OFFERINGS: Vehicle Wraps



# CERTIFICATIONS:

## FLORIDA

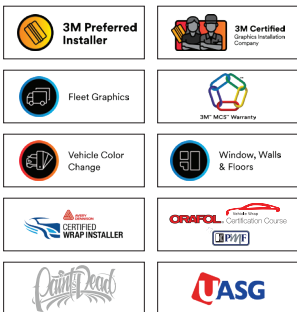


### METROWRAPZ

INSTALLER: Carlos Alverio  
1220 S State Rd 7  
Hollywood, FL 33023  
PHONE: 954-983-6662

EMAIL: carlos@metrogroupmiami.com  
URL: <http://www.metrogroupmiami.com>

OFFERINGS: Building Wraps & Vehicle Wraps



### PHATAUTOWRAPZ

INSTALLER: Frank Oliver  
5305 NW 2 Ave  
Miami, FL 33127  
PHONE: 786-704-1401

EMAIL: frank@phatautowraps.com  
URL: <http://phatautowraps.com>

OFFERINGS: Building Wraps & Vehicle Wraps



## FLORIDA

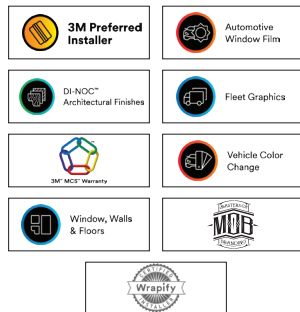


### WBC GRAPHICS LLC

INSTALLER: Luis Tirado  
2516 JMT Industrial Dr Unit 104  
Apopka, FL 32703  
PHONE: 407-690-4606

EMAIL: info@wbcgraphics.com  
URL: <http://www.wbcgraphics.com>

OFFERINGS: Building Wraps & Vehicle Wraps



## GEORGIA

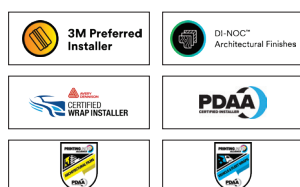


### AXIS GRAPHIC INSTALLATIONS INC

INSTALLER: Dustin Dunlap  
130 Marie Ct  
Athens, GA 30607  
PHONE: 844-294-7872 • 954-512-3611

EMAIL: admin@axisinstalls.com  
URL: <http://www.axisinstalls.com>

OFFERINGS: Building Wraps & Vehicle Wraps



## GEORGIA

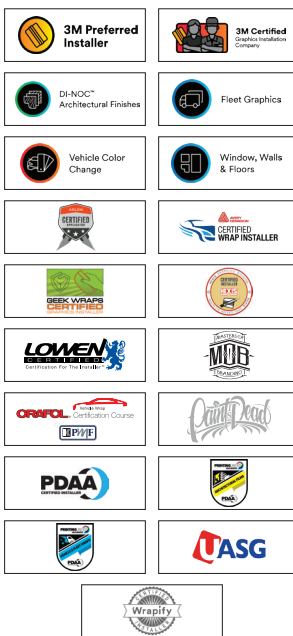
### DEW

INSTALLER: Abioduni Martin  
PO Box 7071  
Douglasville, GA 30154  
PHONE: 770-726-0171  
EMAIL: info@dew.com.co  
URL: <http://dew.com.co>  
OFFERINGS: Building Wraps & Vehicle Wraps



### MILLER DECALS

INSTALLER: Jim Miller  
183 Johnson Dupree Ct  
Acworth, GA 30102  
PHONE: 770-378-5332  
EMAIL: millerdecal@comcast.net  
URL: <http://www.millerdecal.com>  
OFFERINGS: Building Wraps & Vehicle Wraps



3M™ Preferred Installer



3M™ Automotive Window Film with Crystalline Preferred Installer



3M Certified Graphics Installation Company



3M™ DI-NOC™ Architectural Finishes Preferred Installer



3M™ Fleet Graphics Preferred Installer



3M™ MCS™ Warranty Certified



3M™ Paint Protection Film Preferred Installer



3M™ Vehicle Color Change Preferred Installer



3M™ Windows, Walls and Floors Preferred Installer



Arlon Certified Applicator



Avery Dennison Certified Wrap Installer



Ceramic Pro



Geek Wraps Air Wrangler Certified



HEXIS Certified BODYFENCE Installer



Lowen Certified / 3M Fleet, Windows, Walls & Floors Preferred Installer



HEXIS Certified Wrap Installer



ORAFOL® + KPMF Vehicle Wrap Certification Course



Masters of Branding



PDAA Certified Installer



Paint is Dead



PDAA Architectural Films



PDAA Vehicle & Fleet Wraps



Wrapify



United Application Standards Group (UASG)/3M Certified Graphics Installation Company



XPPEL

\*Installers may hold additional certifications not included in this list.

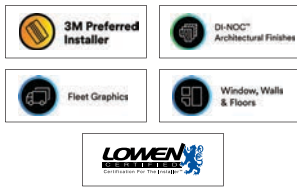
# Installer Directory

## HAWAII

### Pyrophoric Creative Solutions

#### PYROPHORIC CREATIVE SOLUTIONS

INSTALLER: Michael Lum  
1448 Wilder Ave Unit 6  
Honolulu, HI 96822  
PHONE: 808-330-5053  
EMAIL: mlum.pcs@yahoo.com  
OFFERINGS: Building Wraps & Vehicle Wraps



## ILLINOIS

### MIDWEST AUTOSKINS

INSTALLER: Noah Morris  
315 S Dunlap Ave  
Savoy, IL 61874  
PHONE: 217-607-5612  
EMAIL: noahm@midwestautoskins.com  
URL: <http://midwestautoskins.com>  
OFFERINGS: Vehicle Wraps

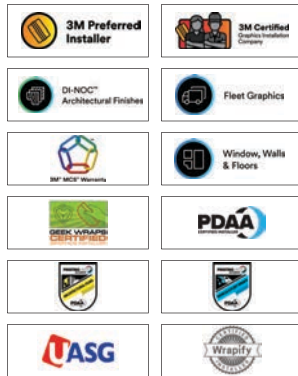


## ILLINOIS



### MY-SIGNGUY.COM

INSTALLER: Dimitry Kuzmenko  
2007 Johns Dr  
Glenview, IL 60025  
PHONE: 888-223-9703 • 847-630-9910  
EMAIL: dimitryk@my-signguy.com  
URL: <https://my-signguy.com>  
OFFERINGS: Building Wraps & Vehicle Wraps

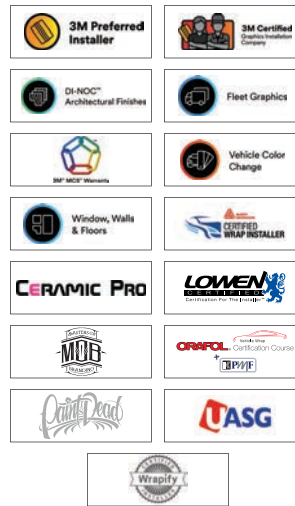


## INDIANA



### SHADOW GRAPHIX

INSTALLER: Daren Merkle  
4703 W Vermont St  
Indianapolis, IN 46222  
PHONE: 317-481-9710  
EMAIL: [info@shadowgraphix.com](mailto:info@shadowgraphix.com)  
URL: <http://shadowgraphix.com>  
OFFERINGS: Building Wraps & Vehicle Wraps

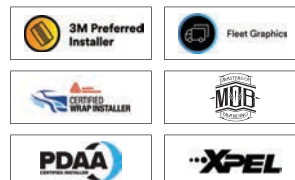


## KENTUCKY



### DIGITAL EFX WRAPS

INSTALLER: Dallas Fowler  
2627 Holloway Rd  
Louisville, KY 40299  
PHONE: 502-299-0582  
EMAIL: [dallas@digitalefxwraps.com](mailto:dallas@digitalefxwraps.com)  
URL: <https://www.digitalefxwraps.com>  
OFFERINGS: Vehicle Wraps

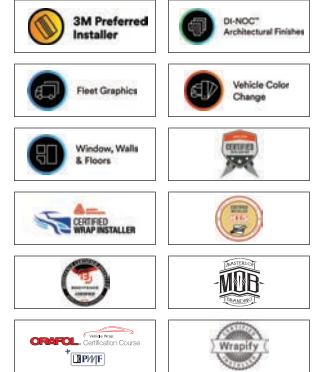


## LOUISIANA



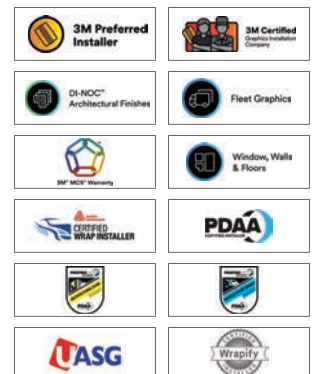
### PG NOLA

INSTALLER: Kevin Kempf  
320 Madison St  
Gretna, LA 70053  
PHONE: 504-324-5469  
EMAIL: [info@pgnola.com](mailto:info@pgnola.com)  
URL: <http://www.pgnola.com>  
OFFERINGS: Vehicle Wraps



### WRAPTURE GRAPHICS LLC

INSTALLER: Ben Harrison  
11114 Cedar Park Ave Ste A  
Baton Rouge, LA 70809  
PHONE: 877-644-9727 • 225-751-7717  
EMAIL: [ben@wrapature.com](mailto:ben@wrapature.com)  
URL: <http://wrapature.com>  
OFFERINGS: Building Wraps & Vehicle Wraps



**MARYLAND**



**A-SIGN & GRAPHICS INC**

INSTALLER: Chris Ditch  
 3627 Birdsville Rd  
 Davidsonville, MD 21035  
 PHONE: 410-991-6901  
 EMAIL: chris@asignandgraphics.com  
 URL: <http://www.asignandgraphics.com>  
 OFFERINGS: Building Wraps



**AXIS GRAPHIC INSTALLATIONS INC**

INSTALLER: Kenneth Burns  
 9525 Riggs Rd  
 Adelphi, MD 20783  
 PHONE: 844-294-7872 • 954-512-3611  
 EMAIL: admin@axisinstalls.com  
 URL: <http://www.axisinstalls.com>  
 OFFERINGS: Building Wraps & Vehicle Wraps

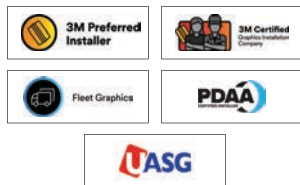


**MINNESOTA**



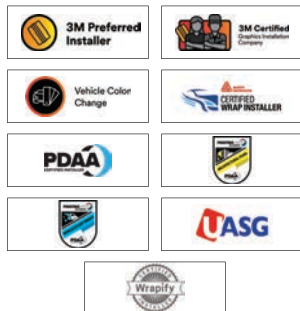
**ELITE TINTING & GRAPHICS**

INSTALLER: Rick Larocco  
 2525 Rice St  
 St Paul, MN 55113  
 PHONE: 651-490-1060  
 EMAIL: info@elitetintingandgraphics.com  
 URL: <https://elitetintingandgraphics.com>  
 OFFERINGS: Building Wraps & Vehicle Wraps



**ELITE TINTING & GRAPHICS**

INSTALLER: Phil Birdseye  
 4114 W Superior St  
 Duluth, MN 55807  
 PHONE: 218-628-3008  
 EMAIL: phil@eliteduluth.com  
 URL: <https://elitetintingandgraphics.com>  
 OFFERINGS: Building Wraps & Vehicle Wraps

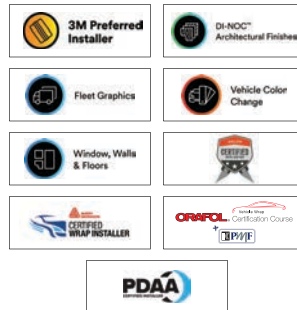


**MINNESOTA**



**REMIX WRAPS**

INSTALLER: Blake Madsen  
 5708 Upper 147th St W Unit 109  
 Apple Valley, MN 55124  
 PHONE: 952-715-9727  
 EMAIL: blake@remixwraps.com  
 URL: <http://remixwraps.com>  
 OFFERINGS: Building Wraps & Vehicle Wraps

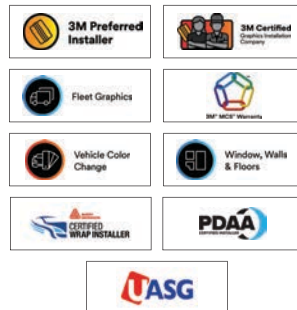


**MISSOURI**



**CRAFTSMEN INDUSTRIES INC**

INSTALLER: Adam Crocco  
 3101 Elm Point Industrial Dr  
 St Charles, MO 63301  
 PHONE: 800-373-3575 • 636-940-8400  
 EMAIL: seth@craftsmenind.com  
 URL: <http://www.craftsmenind.com>  
 OFFERINGS: Building Wraps & Vehicle Wraps

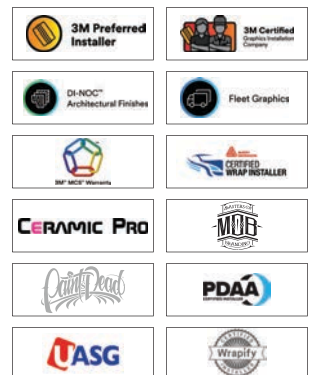


**MISSOURI**



**VINYL IMAGES & DESIGN LLC**

INSTALLER: John Duever  
 615 Rudder Rd  
 Fenton, MO 63026  
 PHONE: 636-305-9727  
 EMAIL: john@wewrapanything.com  
 URL: <http://www.wewrapanything.com>  
 OFFERINGS: Building Wraps & Vehicle Wraps

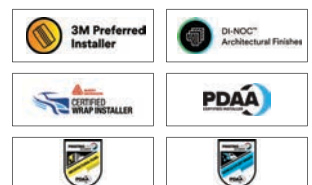


**NORTH CAROLINA**



**AXIS GRAPHIC INSTALLATIONS INC**

INSTALLER: Jasper Delaini  
 6 Ferncliff Dr  
 Asheville, NC 28805  
 PHONE: 844-294-7872 • 954-512-3611  
 EMAIL: admin@axisinstalls.com  
 URL: <http://www.axisinstalls.com>  
 OFFERINGS: Building Wraps & Vehicle Wraps



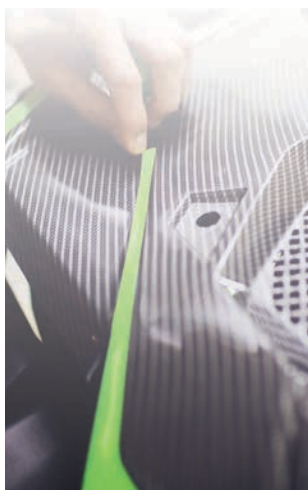
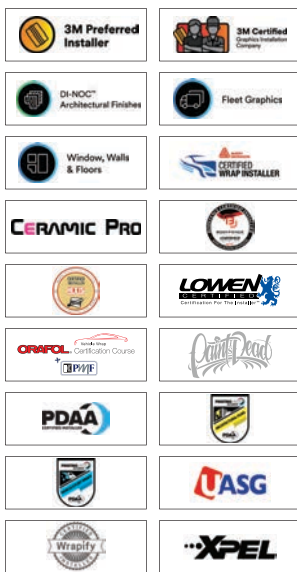
# Installer Directory

## NORTH CAROLINA



### CRYSTAL COAST GRAPHICS

INSTALLER: Chris Ulmer  
 2533 Commerce Rd  
 Jacksonville, NC 28546  
 PHONE: 910-219-7720  
 EMAIL: [chris@crystalcoastgraphics.com](mailto:chris@crystalcoastgraphics.com)  
 URL: <http://www.crystalcoastgraphics.com>  
 OFFERINGS: Building Wraps & Vehicle Wraps

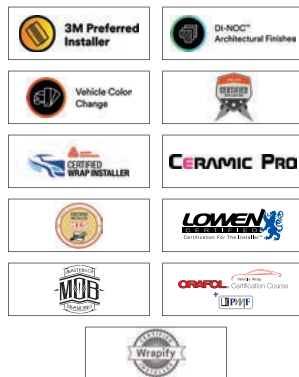


## NORTH CAROLINA



### WHO DID THAT INC

INSTALLER: Jeremy Conner  
 8702 Statesville Rd Unit C-1  
 Charlotte, NC 28269  
 PHONE: 704-622-7706  
 EMAIL: [jeremy@whodidthatinc.com](mailto:jeremy@whodidthatinc.com)  
 URL: <http://www.whodidthatinc.com>  
 OFFERINGS: Building Wraps & Vehicle Wraps



## NEW MEXICO



### THE WRAP STUDIO LLC

INSTALLER: Clayton Corbell  
 424 E 2nd St  
 Roswell, NM 88201  
 PHONE: 575-625-5274  
 EMAIL: [sales@thewrapstudio.net](mailto:sales@thewrapstudio.net)  
 OFFERINGS: Vehicle Wraps

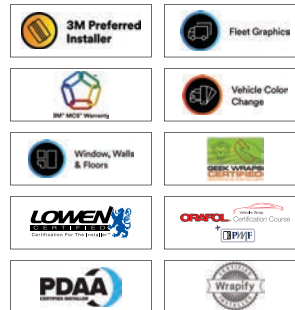


## OHIO



### ATCHLEY GRAPHICS

INSTALLER: Gabe Ritz  
 1616 Transamerica Ct  
 Columbus, OH 43228  
 PHONE: 614-421-7446  
 EMAIL: [derek@atchleygraphics.com](mailto:derek@atchleygraphics.com)  
 URL: <https://atchleygraphics.com>  
 OFFERINGS: Building Wraps & Vehicle Wraps

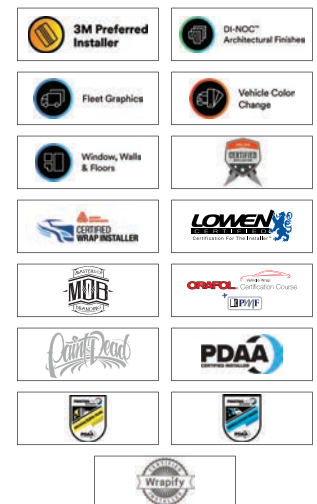


## OKLAHOMA



### LETTERING EXPRESS/LE WRAPS

INSTALLER: Charlie Trujillo  
 2130 W Reno Ave  
 Oklahoma City, OK 73107  
 PHONE: 405-235-8999  
 EMAIL: [charliet@letteringexpressok.com](mailto:charliet@letteringexpressok.com)  
 URL: <http://letteringexpressok.com>  
 OFFERINGS: Building Wraps & Vehicle Wraps

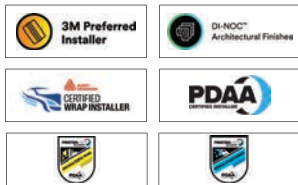


**PENNSYLVANIA**



**AXIS GRAPHIC INSTALLATIONS INC**

INSTALLER: Mark Dockum  
7002 Piper's Glen Way  
Philadelphia, PA 19119  
PHONE: 844-294-7872 • 954-512-3611  
EMAIL: admin@axisinstalls.com  
URL: http://www.axisinstalls.com  
OFFERINGS: Building Wraps & Vehicle Wraps



**IDWRAPS.COM**

INSTALLER: Malcolm Gieske  
4 N Walnut St  
Slatington, PA 18080  
PHONE: 610-767-4700  
EMAIL: malcolm@idwraps.com  
URL: https://idwraps.com  
OFFERINGS: Building Wraps & Vehicle Wraps



**PUERTO RICO**

**VISTA GRAPHICS**

INSTALLER: Fernando Hernandez  
Urb Industrial Minillas 179 Carr 174  
Bayamon, PR 00959-1910  
PHONE: 787-780-2000  
EMAIL: vistanet@vistagraphicspr.com  
URL: http://www.vistagraphicspr.com  
OFFERINGS: Building Wraps & Vehicle Wraps

**SOUTH DAKOTA**

**BZT WRAPS**

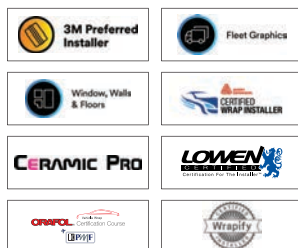
INSTALLER: Jesse Bertsch  
11690 Quaal Rd Ste 3  
Black Hawk, SD 57718  
PHONE: 605-377-6500  
EMAIL: jesse@bztwraps.com  
URL: http://bztwraps.com  
OFFERINGS: Building Wraps & Vehicle Wraps

**TENNESSEE**



**HARD KNOX WRAP SHOP**

INSTALLER: Tim Norman  
817 N Herron Rd  
Knoxville, TN 37932  
PHONE: 865-274-2186  
EMAIL: tim@hardknoxwraps.com  
URL: http://www.hardknoxwraps.com  
OFFERINGS: Building Wraps & Vehicle Wraps

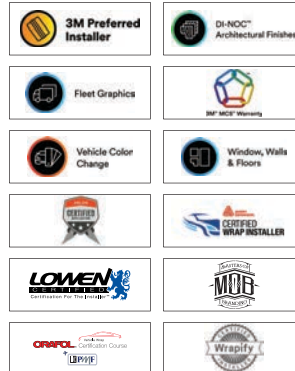


**TENNESSEE**



**WRAPARTIST.COM**

INSTALLER: Jamie Mullican  
107 Spence Ln  
Nashville, TN 37210  
PHONE: 615-802-9727  
EMAIL: mully@wrapartist.com  
URL: http://www.wrapartist.com  
OFFERINGS: Building Wraps & Vehicle Wraps



**TEXAS**

**LUCKY SKY GRAPHICS**

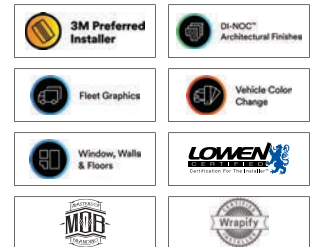
INSTALLER: Brighton Wallace  
3821 Lime Kiln Rd  
San Marcos, TX 78666  
PHONE: 512-392-4552  
EMAIL: info@luckyskygraphics.com  
URL: https://luckyskygraphics.com  
OFFERINGS: Building Wraps & Vehicle Wraps

**TEXAS**



**MIKE ZICK INSTALLATIONS INC**

INSTALLER: Mike Zick  
3313 Cambridge Dr  
Arlington, TX 76013  
PHONE: 817-456-2840  
EMAIL: mzinstitutions@sbcglobal.net  
OFFERINGS: Vehicle Wraps

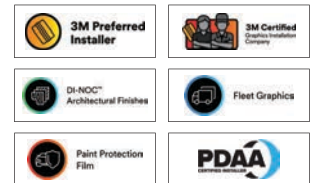


**WISCONSIN**



**ELITE TINTING & GRAPHICS**

INSTALLER: Derek Mortensen  
634 Commerce St Dr E  
Hudson, WI 54016  
PHONE: 715-386-9999  
EMAIL: info@elitetintingandgraphics.com  
URL: https://elitetintingandgraphics.com  
OFFERINGS: Building Wraps & Vehicle Wraps





# WRAPSCON

@ GRAPHICS | PRO | EXPO

THE EVENT for Wraps Professionals  
EXHIBITS • CLASSES • PRODUCTS • DEMONSTRATIONS

Indianapolis, IN | June 2-4, 2022

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MASTERS  
HAPPY HOUR  
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WRAPSCONNECT  
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# The Wraps Event, For Wrappers, By Wrappers!

**WRAPSCON** will once again be the single-largest gathering of wraps professionals under one roof at the Indiana Convention Center in Indianapolis, June 2-4, in conjunction with **GRAPHICS PRO EXPO (GPX)**.

As we celebrate our seventh annual event, the best minds in the industry will be at the show sharing their advice, install tips, and business suggestions, all while presenting live demonstrations. Don't miss this opportunity to interact with top-notch installers, manufacturers and your peers, in support of the ever-growing world of wraps.

**WRAPSCON 2022** will feature classroom education geared toward wraps professionals, contests for pros and novices alike, more hands-on opportunities for installers and designers of all ability levels, and more vendors featuring today's top tools, templates, wide-format printers and films.

**WRAPSCON** will take over an entire section of the exhibit hall. In years past, our exhibitors have delivered demonstrations on floor and wall graphics, window tint and paint protection, as well as auto, boat and plane wrap installations.

Highlights of this year's **WRAPSCON** include:

**WRAPScconnect:** A Q&A panel discussion with the world's elite wrappers, Thursday, June 2 at 8 a.m.

**Wrap Olympics:** This one-of-a-kind wraps contest will test the wrap skills and mental toughness of 32 two-person teams as they battle through a Decathlon

of ten grueling stages of competition. Do you have what it takes? Grab your partner and register today.

**Meet the Masters Happy Hour:** An intimate affair for wrappers only on Thursday night.

**WRAPSCON Designer Throwdown:** A contest focused on designers to highlight your skills and show the market what you do best!

Join industry influencers like Jim Miller, John Duever, Kevin Kempf and Adam Sumner as we bring it back to INDY! Come see live demos from our sponsors: 3M, FlexiShield, JDS Sign Supply, MUTOH, ORAFOL/KPMF, The Wrap Institute, General Formulations, Canon Solutions America, PROSERIES, and Wensco Sign Supply.



# Platinum Sponsors:

## 3M Commercial Solutions

### FEATURED INSTALLERS:

- **Phil Aquin** - 3M Authorized Trainer - 3M
- **Matthew Wolynski** - 3M Authorized Trainer - Wrap Envy Academy
- **Joe Walton** - 3M Application Engineer Specialist - 3M

### EDUCATIONAL TOPICS COVERED:

- Restyling with 3M™ Wrap Film and 3M™ Knifeless Tape – Demonstrations
- 3M™ Ceramic Coating – Demonstrations
- 3M™ Paint Protection Film and 3M Auto Window Film – Demonstrations
- 3M™ Installer Training & Preferred Title – Sign Up!



### COMPANY WRAP MISSION:

Build your reputation with every project. When you use 3M products in your shop, you offer customers more than just protection and personalization options. You're offering the power of the 3M brand.



Aquin



Wolynski



Walton



Smith



Felty

## JDS Sign Supply

### FEATURED INSTALLERS:

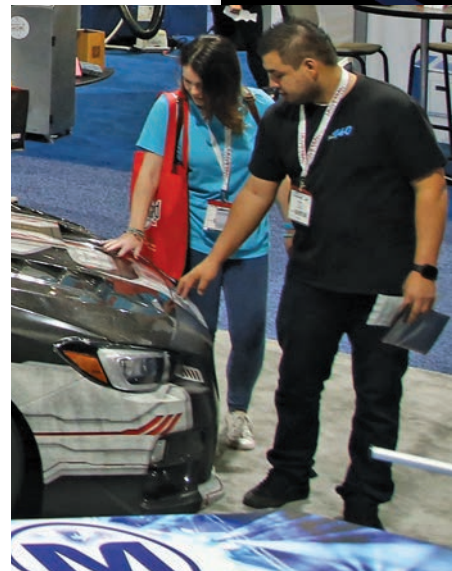
- **Austin Smith** - Founder of 201 Wraps, PROSERIES & Paint is Dead
- **Brad Felty** – Certified Wrap Installer

### EDUCATIONAL TOPICS COVERED:

- Best practices for wrapping vehicles with complex compound curves
- Tips for installing both color change film and print vinyl on the same vehicle
- Advice on tools that can improve the speed and quality of your next install

### COMPANY WRAP MISSION:

The mission of JDS Sign Supply is to deliver the wrap products you need with the customer service you deserve. For more information, visit: [www.jdssignsupply.com](http://www.jdssignsupply.com).



# Platinum Sponsors:

## ORAFOL Americas, Inc/KPMF

### FEATURED INSTALLERS:

- Marcos Pereira - Wrap Specialties
- Tim Bettis – Wrapcision
- Matt Gonzalez - SpeedyWraps

### EDUCATIONAL TOPICS COVERED:

- Not all wrap films are created equally
- Digital inkjet media product selection made easy
- Better understand warranties in your specific climate zone
- ORAFOL + KPMF Live WRAP TRAINING

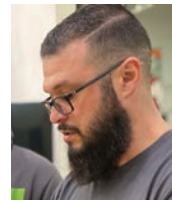
### TRAINING IN THE CLASSROOM:

#### Master Wall Wrap & Graphic Applications: Overcoming Challenges

June 3, 8:00 – 9:30am

### COMPANY WRAP MISSION:

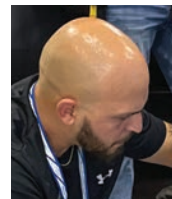
Two Amazing Brands - One Combined Mission! Engineer and manufacture the industry's most diverse range of wrap film colors and finishes that are unrivaled in quality, consistency, and durability! PERIOD!



Pereira



Bettis



Gonzalez



## MUTOH America

### FEATURED INSTALLERS:

- “Vinyl Vixen” (AKA: Jessica Bonifacio) & “Slim Shedd” (AKA: Michael Shedd) - Wrapsesh



### EDUCATIONAL TOPICS COVERED:

- Importance of properly preparing the vehicle for a wrap
- Fenders, hoods and more
- Wrapping door handles and other tricky areas

### COMPANY WRAP MISSION:

MUTOH America, Inc. is a leading manufacturer of wide and small format printers and plotting cutters. MUTOH printers are known for their Smart Printing Technologies, print speeds, and unbeatable quality.

# MUTOH

# Platinum Sponsors:

## FlexiShield Paint Protection Film



### FEATURED INSTALLERS:

- Beau Moore – FlexiShield

### EDUCATIONAL TOPICS COVERED:

- Learn the advantages of American-manufactured protection films
- Practice our cosmetic PPF dry apply installation
- Familiarize yourself with our high-tech cutting program, RAP 2.0



Moore

### COMPANY WRAP MISSION:

FlexiShield Paint Protection Film offers American-made films and technologies designed for complete coverage of any vehicle that rolls into a shop. Newly released Cosmetic PPF simultaneously protects paint and changes the appearance of a car.

*FlexiShield*

## The Wrap Institute

### FEATURED INSTALLERS:

- Jim Miller - Miller Decals

### EDUCATIONAL TOPICS COVERED:

- **The Wrap Gym:** A hands-on open learning area for all WRAPSCON attendees
- **Wrap Warrior Cutting Contest:** A fun, interactive contest with great daily prizes
- **Full Vehicle Demos:** Multiple wraps per day featuring full print, color change and PPF

### COMPANY WRAP MISSION:

The Wrap Institute's goal is to help raise the bar of the wrap industry to reach higher and higher professional standards through our Never Stop Learning™ approach.



Miller



Thank you to all of our sponsors:

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# WRAPS CON

**THE EVENT** for Wraps Professionals

- EXHIBITS
- CLASSES
- PRODUCTS
- DEMONSTRATIONS

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**Indianapolis, IN**

June 2-4, 2022

# Working Hard to Keep Those Customers

BY STARLA MILLER

*Find ways to keep them adding to the cart*



Starla Miller is the co-chief visionary at Miller Decals LLC, the largest exclusive vinyl installation company in Atlanta, Georgia. She has a Bachelor of Science degree in business administration from Mississippi College.

**C**ustomer retention refers to your company's capability to service customers repeatedly. Turning a one-time consumer into an ongoing business relationship takes hard work and attention to the details. Taking the time to discover and carefully cultivate your image, reputation, and credibility, along with developing and delivering exceptional service, will be the secret to success.

Establish a business plan and define the purpose of your establishment. By starting with the end in mind, you will be able to measure your progress. Set goals to align with the customers you want to attract and keep. The evolution of this process may take years. The vinyl industry has opportunities to serve many different types of customers a vast array of products and services. Determine your target markets and create a unique customer service pathway.

The business model you choose can help you narrow or broaden your target consumer. An independent color change wrap shop that specializes in the sole purpose of providing a singular product and service should provide the customer with their identifiable brand value and recognition of quality. In this situation, the consumer's expectation is to pay premium dollars and possibly even exert personal time to go out of their way to receive the status and standard of service. Develop processes to deliver everything to meet that expectation. Brand loyalty comes from positive feelings from the total shared experience.

An all-inclusive print company makes available a variety of products and services to reach a broader range of customers. The convenience of having multiple options all in one place is a lure to keep customers wanting to add more to their cart. The key here is to develop a clear-cut uncomplicated way to educate the customer about the value of the quality products you offer. They need to understand your business's range and unique ability to guide them to choose and meet their goals. As a bonus, providing it all quickly will help to win their hearts and keep them coming back for more.

Then there is the do-it-yourself "baker style" customer in the wrap industry that wants to learn how to apply vinyl and feel a sense of pride and accomplishment. The visual currency of a wrapped vehicle is priceless to its owner. It makes a statement that represents their individual style or brand. This customer is a kindred spirit. If you think about it, they can also be one of your best promoters. Take the time to help them succeed. They want to spend the time to wrap their own vehicle, but will they want to wrap someone else's? Who will they recommend?

Everyone knows how important it is to make the best first impression for any relationship. Clearly state the purpose of your business in your brand marketing strategy. Brands are made up of your self-impression plus how others perceive you. Tell your story and be authentic to your customers. Every positive experience from start to finish should endear them to you.

Be protective of the business focus. If someone approaches you that is not in line with your target customer, be upfront and honest. Create a process to say no. Know-

ing what you can and can't or will and won't do is the most valuable point you should take away from this article. People respect you more when you let them know this upfront and not string them along if you can't deliver what they need.

## DEVELOP YOUR PRODUCT OFFERING AND PROCESS OF DELIVERY

Your potential customer's brand is very important to them. You should invest the time to listen to their story and what they are hoping to create. The respect you give to their need to influence their customers or following will go a long way. The goal is that the next time they or someone they know needs your product or service, their first thought is your brand because of the impact you provided.

Time is more valuable than money. You can get more money, but you cannot get more time. Acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one. Achieve repeat customers with great service that exceeds their expectations with a positive experience; follow up and nurture the relationship to remain relevant; give them the opportunity to provide a public review on social media and always be thankful for their continued patronage.

Simply understanding your customer and tailoring your approach to their need is key. Customers are all so different. As an analogy, some people go to an independent bakery for a cake, others pick one up at the grocery store, and a few take the time to bake and decorate it themselves. The same is true for the wrap industry consumers. In the end, it's all a trade of consumer perception of the value of money and time or effort. One thing we all know is that it takes several ingredients, the willingness to do the work, and valuable time to bake a cake. What ingredients, skills, and time are you willing to offer to your customers? Will they remember your cake and come back for a second helping? 🍷



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Continue your wrap education and improve your skills by attending an Avery Dennison® wrap training course. Avery Dennison offers two different courses, a vehicle color change (Supreme Wrapping™ Film) training and a commercial wrap training (Full Print Digital), which allows you to select the course that best fits your needs. And with the certification exam, you can test your skills to become an Avery Dennison Certified Wrap Installer.

Led by Justin Pate, John Duever, Chad Parrish, and Charlie Trujillo — four outstanding trainers who provide an unparalleled level of expertise and knowledge. These class programs and expert instruction will increase your confidence in the art of vehicle graphics and color change films. If you complete the Supreme Wrapping Film training and install more than 5 vehicle wraps, you're ready to test for CWI Certification. This recognition identifies you as a master of your craft.

Courses are available in over 20 states. Find an available class and CWI exam in a city near you. Sign up at [graphics.averydennison.com/wraptraining](https://graphics.averydennison.com/wraptraining).





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