



What You Need to Know About Wrapping Your Vehicle

Why You Should Consider a Vehicle Wrap:

1. Wraps are highly noticed. Surveys consistently show that other drivers take notice of vehicle graphics between 80% and 90% of the time they are viewed.
2. In a median-sized MSA (metropolitan statistical area), an actively-used, wrapped vehicle can generate on average 50K impressions per day.
3. Comparable advertising with other traditional media (radio, television, newspaper, etc.) would cost upwards of \$100,000 to generate similar impression levels.
4. Wrap advertising for a typical service vehicle runs from \$2000-\$4,000. With an average life of 3-5 years, a business will expense less than \$100 per month in wrap advertising costs.
5. Vehicle graphics work for your business 24 hours a day.

What You Need to Know Before You Wrap:

1. Adhesive-backed vinyls designed for use on vehicles will not damage your factory finish (if your finish is in good condition at the time of installation.) Wrap grade vinyls are specifically formulated with adhesives that do not cure or chemically bond to the vehicle paint. These vinyls are meant to be installed and removed at a later date without adversely affecting the paint finish. In fact, some of the highest end vehicles are wrapped to protect the original factory finish.
2. Vehicle quality materials are more expensive than other types of vinyls. You should expect to pay for and receive a high quality vehicle grade vinyl and corresponding laminate as part of your wrap estimate. Also, the more highly contoured the vehicle, the higher the level of product engineering needed to produce good results. Request a copy of the manufacturer's specification information to ensure the vinyl product used on your vehicle is right for your application.
3. Do a little research and ask for options. Most clients won't know what they want when faced with a blank sheet of paper so you should check out wraps on-line and around town to get an idea of what you like, and what you don't. Pictures are really useful in bridging the communication gap between client and designer. A quality shop will offer design packages that will provide 2 or more concept options and a specified number of revisions. Your design will stand a better chance of staying on budget if you have a few ideas going into the process.
4. Consult with an experienced sign shop. Wraps are unique in the sign industry because of the application of a two dimensional design on a three dimensional substrate (i.e.: the car). It takes a lot of experience designing and installing wraps to understand the complexities of the materials and layout techniques needed to provide you a quality product.
5. Have a budget in mind. What do you have allocated in your marketing budget for advertising? A good portion of the wrap price is in the square footage and type of material used. More vinyl generally means a higher price. However, creative designers can incorporate high quality cut vinyl (used for lettering) and adjust the amount of the vehicle to be wrapped (partial wrap vs. full wrap) to work within your budget.

What To Do After Your Wrap:

- × Park strategically. Put your vehicle in high visibility areas when out on sales and service calls, picking up lunch or supplies. When not in use, park the vehicle facing a well travelled road or in a busy shopping center.
- × Keep your wrap clean by using a soft cloth or touchless car wash.
- × Drive areas not typically on your daily route, incorporate promotions and/or contests to get prospective clients looking for your wrap.
- × Add a card carrier and/or text messaging to your wrap to make it easier for customers to get in touch with you.