



# Why Wrap?

## Mobile Media Advertising

Add-A-Wrap graphics solutions transform your vehicles into mobile billboards. This helps you to expand the range, message and impact of your advertising campaign, so you can grow your business, no matter how big or how small.



For all Graphic & Sign Shop Needs  
Please Contact us at:

Phone: 602-235-0085

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[www.Add-A-Wrap.com](http://www.Add-A-Wrap.com)

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Address: 2115 W. Mountain View Road ♦ Phoenix, AZ 85021

# Mobile Media Advertising Smart in Every Direction

Whether you operate a fleet of 2,000 trucks or rely on a single van to deliver your products and services, Add-A-Wrap's graphics can transform your fleet into a cost-effective media asset, powerful enough to help drive brand awareness, sales and business growth.

## Expand Your Range

Consider this: A single intra-city truck with graphics can generate up to 16 million visual impressions in a year.\*

In fact, study after study ranks mobile media as the most cost-effective and influential advertising media available.

\*American Trucking Association

## Make an Impact

How influential? A study by ad agency RYP & Becker Group found that:

- 97 percent of survey respondents recalled the ad on the truck.
- 98 percent thought the ads created a positive image of the advertiser.
- 96 percent thought fleet graphics had more impact than billboards.



## Project Your Message

The industry norm is to estimate fleet advertising impressions by calculating the number of miles driven per truck per day by the type of road.

Imagine adding demographics as a dimension. What do you get? Vastly improved measurement capabilities, proof of performance and the ability to target your campaign. (GPS technology required to track vehicles.)

## Key Findings:

- ▶ Fleet graphics generate a large number of impressions — in this study, an average of 6 million Prime Daily Effective Circulation (DEC) per truck, annualized.
- ▶ Mobile media advertising offers the lowest cost-per-impression of any major advertising medium.
- ▶ Routes and messages can be optimized to target specific demographic groups.
- ▶ Fleet graphics add a valuable dimension to the advertising marketing mix.



## Unsurpassable Value

Wrap Value Comparison

Advertising Medium	Cost per thousand (CPM)*	Cost of Equivalent DEC
Television	\$23.70	\$1,445,700
Magazine	\$21.46	\$1,309,060
Newspaper	\$19.70	\$1,201,700
Prime-time television	\$18.15	\$1,107,150
Radio	\$7.75	\$472,750
Outdoor	\$3.56	\$217,160
<b>Fleet graphics (average, annualized) **</b>	<b>\$0.48</b>	<b>\$30,000</b>

\* Based on 61 million Prime DEC annually.

\*\*Based on the cost of test trucks.



# Enhance Your Business Success with Add-A-Wrap

## Stay Vibrantly Visible All Day

Don't forget (reflective graphic films) give your vehicle graphics bright, sharp nighttime and daytime visibility for enhanced advertising effectiveness, identification and safety 24 hours a day.



## So Why Wrap Your Vehicle?

Because driving your marketing with a vehicle wrap works! Many of our customers boast 50% or more of their business comes from vehicle graphics. A good majority of our wrap customers have said they have gotten immediate response on the first day they took it out or parked it at a store. And of course, we get quite a few calls from our own car wraps! In fact, we got 4 phone calls from our personal shop wrap the very first day we parked it out on the sidewalk. There are so many reasons to choose vehicle wraps.



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## Why Choose Wrapping vs. Paint

Many inquiring customers often wonder to themselves, "Why should I wrap my car instead of painting it?" A paint job can range from \$1,000-\$10,000 depending on the quality and color choice. Whereas a vehicle wrap can cost \$500-\$5000+ depending on the vinyl wrap. Along with this much cheaper price tag comes MANY benefits that paint cannot offer. Cheaper paints will look great at first, but within a few years will begin to look awful and need to be redone.

**Countless Options:** Upon purchasing your vehicle you may have wanted something different, or possibly a color that is not available in factory paint. This is where vinyl wraps will allow all of your car fantasies to come true. With hundreds of color choices and digitally printed custom designs, you may transform your vehicle to the way you have always wanted it. If after a few years you are looking for change once again, just have us remove it and choose a new color!

**Protection:** Every covered inch of your vehicle in vinyl is protecting your factory paint from all natural hazards and weathering. This allows your paint to age naturally and not be affected by prolonged sun exposure. Vehicle wrap vinyl is a very durable material and will act as a shield. Say goodbye to stone chips, abrasion, and other natural hazards!

**Long Lasting, Safe Removal:** High quality vinyls ensure a long lasting product that can also be safely removed. A wraps life is highly affected by how long it is left outside in the sun causing it to fade quicker. Keeping your vehicle in the garage will allow you to maximize your wraps life to the fullest extent. The vehicle wrap may be removed safely between the 5-8 year period.

## Brand Awareness



Your custom fleet wrap graphics are out there letting prospective customers know about your business. Every vehicle in your fleet provides you with an opportunity to advertise your company. Whether it's a logo to reinforce your brand or a full coverage advertisement, your company will benefit from the power of fleet and corporate vehicle branding and graphics.

# The Pros & Cons of Wrapping

## Before Your Decision

It's important to weigh out the benefits and drawbacks of vehicle wraps before making any purchasing decisions. The primary benefit of using car wraps is that they provide the lowest cost per impression of any advertising method. Both the American Trucking Association and the Outdoor Advertising Association of America (a nonprofit group that tracks advertising statistics) indicate that the vehicle wraps cost about \$1 per thousand impressions (CPM). Compare that to \$2 CPM for static billboards or \$12 CPM for a one day quarter page newspaper ad, and it's no wonder that the vehicle wrap industry is rapidly growing.



## The Pros

**Significant Exposure** - According to studies from the Traffic Adult Bureau for media Measurement (TAB), a vehicle wrap can generate 30,000 to 70,000 views per day.

**Long Lasting** - Applied wraps typically last three to six years, allowing you to get the most out of your investment, depending on the vinyl quality & care of the vehicle. The amount of UV exposure also has an effect on the vinyl.

**Protects Finish** - A wrap can help preserve a vehicle's finish without hurting the resale value. Some customers even purchase one-color wraps instead of repainting the vehicle or purchase wraps to help preserve the condition of a vehicle.

**Easy Removal/Repair** - A professional installer can cleanly remove a wrap and get rid of all traces of the installation. If you need to make changes to an existing wrap, the installer only needs to replace individual panels.

**Exclusivity** - Get the full benefits of advertising your business without sharing any space with other advertisers (as you would have to with promotional mailers, rotating billboards, etc).

**No Bidding Process** - You'll have no competition with other businesses to advertise in key locations.

**Increased Visibility for Frequent Drivers** - Mobile advertising becomes increasingly more valuable for companies that put vehicles on the road frequently (such as delivery services or bus companies).

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## The Cons

**"Sticker Shock"** - Each vehicle wrap installation requires a down payment, nonrefundable investment of a few hundred dollars (depends on wrap total). You need to be aware of the cost before considering the potential value.

**Age & Wear Over Time** - Although vinyl manufacturers guarantee the material for 5 to 10 years, the actual life span of a vehicle wrap will be considerably less. In addition, wraps that stay on vehicles longer than three years tend to adhere more strongly to the surface and will cause the wrap removal to be more time consuming & costly (due to more labor needed). So factor that in when deciding when to re-wrap.

**Difficulties With Damaged/Repainted Vehicles** - Wraps adhere best to vehicles with factory-finished paint jobs and no major damage. Based off of the quality of the repaint or body work done; the vinyl can have issues with repainted vehicles and serious dents or other exterior damage on a vehicle and increases the potential for unsightly wrinkling, lifting, and bubbling.

**Limited Short Term Potential** - If you regularly use vehicle wraps to promote sales and special offers, you'll receive significant repeat expenses due to the need to constantly alter your wraps.

# Durability of the Vinyl

## Grades of Vinyl

Vehicle wraps are printed on rolls of “cast” or “calendered” vinyl. The main difference between the two is the durability. Cast vinyl is best for long term use from 3 to 6 years (& longer depending on the enviromental and chemical exposure). Calender vinyl is appropriate for short-term wraps lasting just about 2 to 4 years depending on the environment and chemical exposure.

**Cast Vinyl** - Cast is a premium material that maneuvers easily to best conform to the vehicle’s surface. Also when the vinyl is finished over with a clear laminate it provides a paint/glossy like finish on the vehicle. There are multiple types of laminates as well, such as matte, luster, metallic, etc. Due to the increased flexibility, vendors prefer cast vinyl because the rolls don’t shrink much during the manufacturing, and because the color maintains better during the printing process as well. Although, cast vinyl wraps are considerably more expensive than a calendered material and isn’t recommended if you only need a vehicle wrap for less than a year on your vehicle.

**Calendered Vinyl** - Calendered has a strong “memory” as in it snaps back to its original form after being stretched which is why it is good for box trucks & flat surfaces (when there is no need to wrap around complex curves). This means that it doesn’t conform well around corners of vehicles as well as cast. It’s more difficult to match colors due to the way the ink holds. But calendered vinyl is more cost effective than cast wraps/decals, and it can be produced by material manufactures in larger quantities. This makes it a better option for a wrap only needing to last 2 - 4 years for short term branding needs. It’s generally not meant for long term advertising.

## Varieties of Vehicle Wraps

### Wrap Options

We offer different metthods for wrapping your vehicle, it all depends on what surface areas of the vehicle you would like to cover.

**Vinyl Lettering/Spot Graphics** - It is the most simple and inexpensive way to go about that may include 1 to 2 colors or your company logo. 1 color cut vinyl is a way many people go for people who don’t need a wrap but still want a bit of advertisement. Also there is vehicle striping for personal use.



**Window Perforation/Graphics** - Another way of keeping it simple and cost effective. You can print your logo or any other info you need on window perf. There are different grades of perf (50/50, 60/40, 70/30, 80/20, etc). Also you may do a print & cut on vinyl for glass.



**Half Wrap** - A half wrap covers only around half of the vehicles square footage. Half wraps can cover from the middle of the vehicle to the rear or to the front, and also it can cover the bottom half or top half of the vehicle. Also a half wrap may include loose decals such an extra logo or extra info.



**Full Wrap** - A full wrap is a wrap that covers 90% or more of the vehicle (leaving out hood or roof usually). A full wrap also includes window perf. You can wrap your vehicle with one type of material (matte, carbon fiber, chrome, etc) or you can have a design of graphics printed for you.



Before

After

# How to Start Your Vehicle Wrap

## Internal Wrap Design Process

We are very proud to offer the most thorough checklist of services in the industry performed by experienced professionals using the most up to date top of the line technology. We have a consistent process we've constructed through out time with the objectives of making the process as easy as it can be for clients and reaching a timely completion of the project.

## Creative Brief -

During the creative brief Add-A-Wrap takes the time to get to know you, your business, and brand. This helps us understand you, your customers and your marketing goals. The goal is to determine the look, feel, & message of your design. Decide on a general idea of what your wrap will present, such as (sales messages, calls to actions, web traffic, photos, or flashy personal design). We will have suggestions for what would be best for your wrap based on your feedback and business budget. Your input is very critical to create your finished wrap that will make you happy and brand your business.

## Assets Gathered -

During this stage Add-A-Wrap takes the time to gather your images, logos, vector files and existing marketing material in order to guarantee a wrap that can effectively represent your company. The first thing every wrap provider needs is as much information as possible about your vehicle before any design can begin. You can start by providing the main info such as the year (2004), make (Ford), and model (F-150) of your vehicle. There are some other aspects needed as well; such as: how many doors does it have, is it a crew cab or extended cab, is it a certain package/edition/series of the vehicle (XL, SRT, SS, GTS, SL, XLT, etc) & what is the bed length (5.5', 6', 7'). Sometimes we may ask you for pictures of all 4 sides of the vehicle & all the necessary measurements based on the design you want. Prior to print we provide a wide range of templates to compare to your vehicle for exact measurements. If measurements are not obtained prior to finalization of the approved wrap design/Digital Proof; we will need to get exact measurements of the vehicle ourselves for print reasons.

## The Design -

The design time is the longest part of the wrap process. It can take a day to a few weeks depending on the difficulty of the design, the style of the vehicle, and communication. Sometimes artwork may need to be re-created or produced from scratch, or some photography may need to be re-done in high definition for quality purposes. Certain parts of the graphics may have to be specially cut or scaled to fit complex parts of the vehicle, which can take longer based off of the design.

## Digital Proofing -

Once we have a few different design layouts/options for you based off of all the information we discussed, we will either have a design meeting where you come in and give us your feedback or we will send you an electronic version of the Digital Proof through email. It is extremely important to carefully look over the entire Digital Proof for any flaws or changes you want to add.

Digital Proof Example:

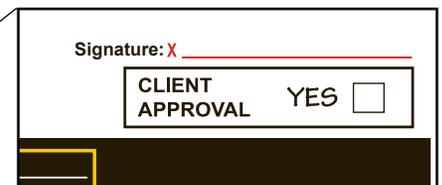
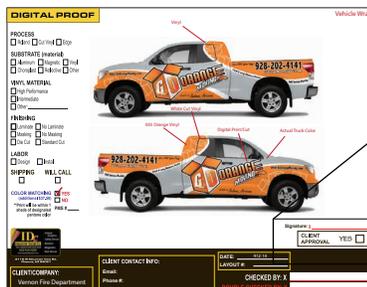


## Revisions -

Note all changes and let us know and we will revise the proof for final approval. Any changes after final approval can delay the turn around time and raise the cost of the wrap (due to re-set up fees/additional design time). This process continues until you are completely satisfied with your wrap.

## Digital Proof Approval -

Where upon you approve the final design through email or by proof signature.



# Producing Your Vehicle Wrap

## Pre-Flighting -

Our production staff looks at your digital print files prior to printing and then makes any necessary adjustments to ensure that the prints are vivid, vibrant and accurate

## Production -

We print on 54" wide material rolls based off of the approved Digital Proof using a large format, eco solvent based printer & other size solvent printers for smaller pieces to wrap. These printers produce vehicle wraps and other signage/print jobs at very high resolution. After printing all of the panels needed for the wrap, the panels must be set aside for 24 hours to "Out-Gas". This prevents the material from bubbling, wrinkling, or coming up off of the vehicle after the install. A complete vehicle wrap will be printed in multiple pieces called panels, which we laminate (a clear coat) & cut to be precisely aligned together during the install.

## Preparation -

In order for the installer to begin on your wrap, your vehicle needs to be thoroughly cleaned (no waxed, tire shine, Armorall, etc) so that the wrap will adhere properly without any issues. Taking it through a high-pressure car wash that uses special/powerful detergents will clean the majority of the vehicle. When we get the vehicle our installer will go over the whole vehicle with special materials to make sure the install is flawless. Please alert us of any damage to the vehicle as well before we begin.

## Installation -

Your vehicle may be required to be here for up to a few days for installation depending on the wrap, many times only one. Once cleaned, the installer carefully aligns the vinyl panels to guarantee proper fit and applies them to the vehicle. The installer uses a small squeegee to apply and eliminate any issues. It's very important to know that installers use/rely on sharp razors to manipulate the vinyl and remove excess material around (door handles, crevices, windows, etc). An experienced installer will not damage your vehicle but there is always potential for minor nicks and scratches.

## Quality Control -

Every wrap is inspected by the team lead before final release.

## Delivery -

Add-A-Wrap can either deliver your vehicle for a small fee or you may pick it up on-site. As you can see we leave no room for error in the design and installation process. Most importantly you'll be involved every step of the way so that there are never any surprises, only wraps that can help your business ascend to a whole different level.

# Wrap Design Studio

## Retail/External Designing -

The Vehicle Wrap Design Studio is designed to allow you to have the ability to browse thousands of high resolution backgrounds, elements and graphics and then mock-up your vehicle wrap ideas onto any vehicle template in the WDS library! When they're finished it's easy to print off the mocked up design, email it to friends or co-workers, or even submit the design along with your contact information for a quote request. This is a perfect way for retail clients to express thier ideas right into the computer. Because there are so many options this also helps clients that have no idea what they want create or think of ideas to get them into the begining stages. And all of it is done on our website!

<https://wrapdesignstudio.com/industrialdecalsco/>



# Removal Time

## What If I No Longer Want/Need My Wrap?

This is a question that we hear almost with every client that inquires about car wraps. The concern is; are vehicles wraps easy to remove? The answer is: YES. If the vehicle has been wrapped with a high-quality car wrap vinyl then the removal process is very easy. All is needed is a heat source, preferably a heat gun, some experience and a lot of patience. High-quality films made by Avery Oracal, Arlon, and 3M are designed to leave no adhesive residue when removed. However, it is important to keep in mind that all of these brands manufacture many different types of vinyl where some have very strong adhesive and are not designed for vehicle wraps, choosing the right wrap vinyl is very important for the term you would like your vehicle wrapped.

The removal process of a vehicle wrap is also important. The wrap needs to be heated to reach a certain degree and pulled back slowly in a 45 degree angle. Using both hands with the fingers spread open so contact is made to the most of the surface of the film while pulling back. Do not yank the film. If the car wrap has been on the vehicle for more than 3 years then there is a chance that the adhesion is pretty strong, yanking the film may cause separation from the vinyl and laminate.

## The Proper Wrap Removal Tools

The simplest method for removing vinyl graphics is to pull them off. Of course that's easier said than done so there are tools designed to help you get under the corner of the graphic. The most common and affordable of these are plastic razor blades and little chizzle squeegees. Both are thin, plastic hand tools designed to slide under the edge of the vinyl and scrape it away from the surface without damaging the substrate. If you can pry the edges up with a squeegee or plastic razor blade, you may be able to simply peel the rest by hand. This will depend on the age and type of vinyl. The younger or more pliable it is, the better your chances of getting it off in large sections; or at least, entire letters. The older it is, the more likely it will be brittle and come off in little pieces. Long term UV exposure eventually bakes all the plasticizers out of the face film. Here's a quick tip: If the vinyl is old and brittle, you may be able to get it to come off more smoothly by using a heat gun to warm the face film. This will also help soften the adhesive underneath and reduce the amount of work required to clean the substrate. If you live in a warm enough climate, and you're removing vinyl from a vehicle, you can opt for the original 'heat gun' and just park it in the sun for a while before you attack it with the plastic razors.

# Modifications

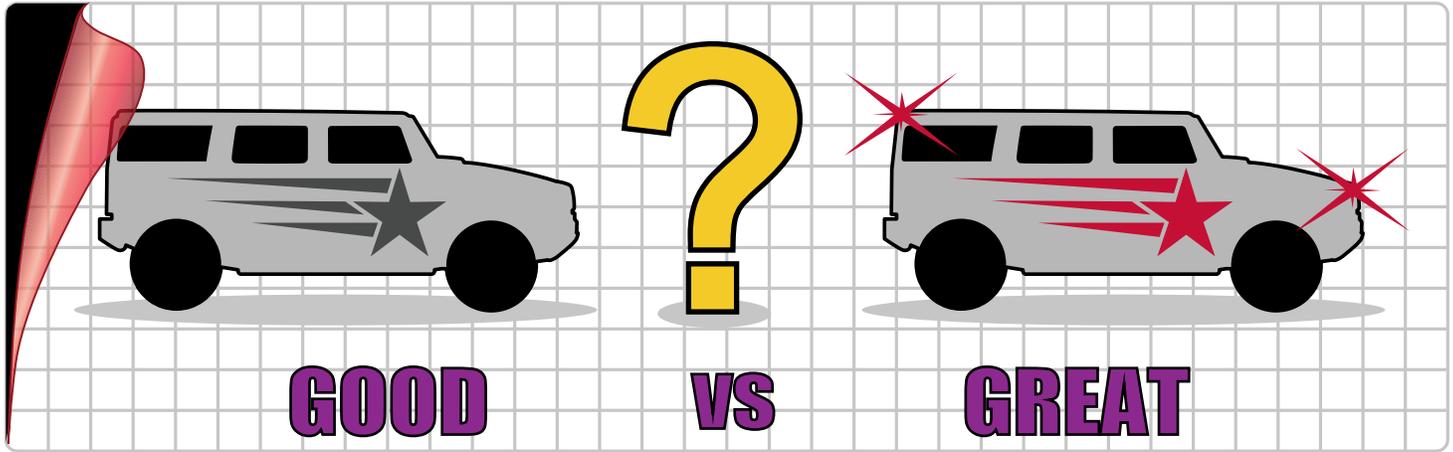
## What If I Want to Alter My Wrap?

One of the main benefits of a vehicle wrap is that you can repair, replace or even add on to it. You may add on other pieces in other spots or cover up an old spot, say for instance you got your vehicle wrapped and now have changed your phone number or your website to your business then you can just have a patch over it or remove it and replace the piece with the new contact info. Just contact us and describe the changes you want. Our designers will access your files digitally so that we may edit the piece exactly the way we need to.

This is very helpful when it comes to another circumstance that may cause you to alter or repair your wrap is if you are engaged in a car accident or some physical damage occurs to the vehicle and ends up destroying or causing a piece of the wrap to be unable to be saved. We have delt with many of these circumstances and made it easy and quick for our customers to have there vehicle back on the road as if it was never even damaged or removed.



# The Difference Between GOOD vs GREAT



## Economy Vehicle Wraps Cost Less For a Reason

But do you know why? The table below highlights seven differences that separate a good vehicle wrap from a great one. It is a great place to start if you are trying to weigh cost versus quality in deciding who will wrap your car, truck, boat, fleet, etc.

## The Best Way to Save Money on Your Next Car Wrap

If you can afford to wait, most shops slow down in the months leading up to the holidays at the end of each year. Budget your money and hold off for typical price reductions of around 10% off. Of course, if you use your wrap to attract new business, it might make sense to start advertising on the road as soon as possible. You are likely to attract new customers, and justify any savings you might have seen, had you waited

## Good vs Great Vehicle Wrap Comparison Table

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Good	The Difference	Great
Quick Wash 	<b>Vehicle Surface Preparation:</b> Properly cleaning the surfaces to be wrapped is crucial to longevity. A good shop might wipe the car down to be visibly clean, but the best vehicle wrap shops take time to detail all wrapped surfaces - thoroughly removing dust, wax, and grease that could keep the wrap from fully adhering to the vehicle surface.	Fully Detailed 
Calendered Vinyl	<b>Type of Vinyl Chosen:</b> This may be the most important factor determining the overall cost and quality of a vehicle wrap. While less Expensive.	Cast Vinyl

## Good

## The Difference

## Great

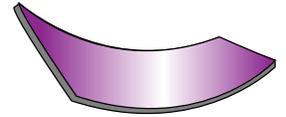
Calendered Vinyl



**Type of Vinyl Chosen:**

This may be the most important factor determining the overall cost and quality of a vehicle wrap. While less expensive.

Cast Vinyl



Looks Good



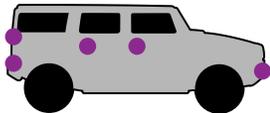
**Graphic Design:**

Once the wrap is complete, the graphic design is all anyone will see when they look at your wrapped vehicle. So be selective here. Many shops can provide you a wrap, but not all of them can represent your business visually, in a manner that delivers a message quickly to your desired audience. Stellar graphic design is hard to find.

Appeals to Intended Audience



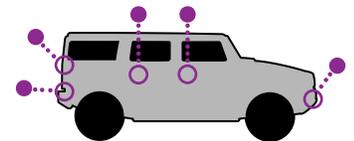
Left As Is



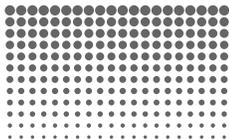
**Pre-Installation Part Removal:**

It takes time to remove a rear windshield wiper or licence plates that might be in the way, but installers of the best vehicle wraps take that additional time to prepare for working around those tough places.

Parts Removed



Low Ink Output



**Print Quality:**

Setting a large-format printer to "economy" grade output helps cut cost on vehicle wrap jobs. But the best vehicle wraps are printed at the highest quality output to resist fading for as long as possible.

Maximum Ink Output



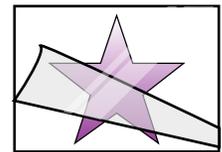
No Lamination



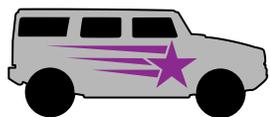
**Protective UV Laminate:**

If the type of vinyl used has the greatest impact on a car wrap's cost and quality, then the application of the UV laminate is number two. It protects the printed surface of your wrap from exposure to the elements and should be applied for vehicle wraps intended to last longer than 18 months.

Lamination



Looks Good, Last for a While



**The Completed Job:**

Even though they might all look like the same, the best car wraps will ensure that your personal statement or marketing message draws lots of positive attention for years to come.

Looks Great, Last Longer



## The Difference of a Paint Wrap or a Full Color Change

Don't paint it. WRAP IT with Add-A-Wrap! A regular advertisement wrap is cut where the graphic lands on the vehicle, whereas a Paint Wrap or a Full Color Change Wrap requires much more vehicle wrap material to wrap around each edge & crevice to cover the original vehicle color as well as much more attention to detail, additional install time, & also requires a more experienced installer.

## Vinyl Accents

Also, wrapping vehicle accent pieces & parts in vinyl is skyrocketing in popularity. The idea that you can wrap side mirrors, hoods, trunks, spoilers/body kits, interior pieces, & about anything else we can stick vinyl to is very appealing to the auto-customizing crowds. Wrapping your seats in carbon fiber or adding matte black to your roof or spoiler is much less expensive than it is to replace the parts with real carbon fiber pieces or to paint & they protect the wrapped areas from the elements & preserve the paint underneath.

# Vehicle Wrap Certification

## Feller's Certified

It is important when shopping around for a vehicle wrap vendor to find out if the ones you are researching are certified by 3M, Avery, Arlon, Oracal. Certifications by a distributor or vinyl manufacturer like Feller's, that deal with multiple brands and types of material/vinyl are the best because they know all of the types of vinyl application. These places provide certified training for vendors to ensure that they know the best methods for applying vinyl wraps and other vinyl material applications. Some vinyl manufacturers make you use/only offer their materials so some certifications are not necessary or wanted by the wrap shop.

To become certified, vendors go through an intensive multiday course to learn each and every aspect of vinyl wrap installation. From properly aligning and affixing the material to wrapping around complex curves and angles/rivets. Once vendors complete the necessary training, the manufacturer certifies them and lets them promote their new status potential or an installer who already has a lot of training and knowledge who just hasn't been certified yet to potential customers. By working with a certified vendor, you can have increased confidence that all jobs and wraps will be done thoroughly and with max precision.



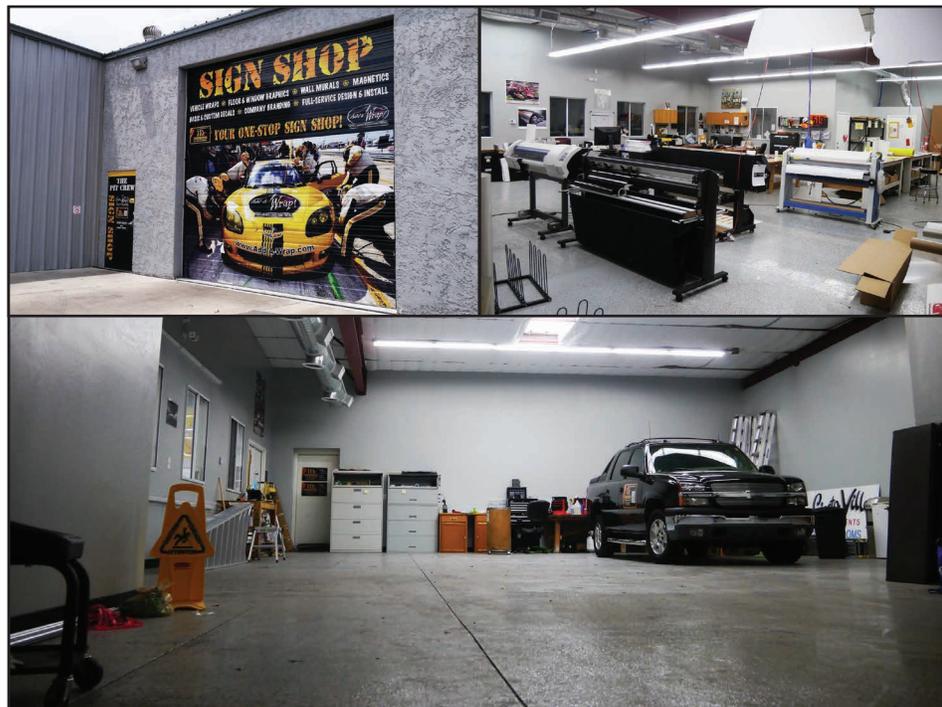
WORLD'S LARGEST WRAP PROVIDER NETWORK



## Visit Our Headquarters

### Install Area Importance

One of the main keys to factor into deciding where to get your wrap done is whether they have a good/large install area for the installers to comfortably install a successful wrap on to your vehicle. The conditions of where the wrapping will take place is an extremely important to installers. Such as installing in the sun or in a shotty garage under bad conditions is not a good place for



a wrap to be installed, also there must be a dust and partial free environment to install a proper wrap without any complications. If it is possible you should arrange a visit to our new facility so that we may break down the process or answer any questions. It is also important because of your vehicle safety that the shop is well kept up and has all the proper safety procedures to make sure that your vehicle remains under safe keeping. So feel free to stop by and check out our 4500 sqft install area capable of holding multiple vehicles, large sized vehicles (semis, box trucks, trailers, etc). Our garage door has a 13' 10" clearance height perfect for all sorts of vehicles and signs. Its better to see it in person so come by.

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