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What is a vehicle wrap?

A vehicle wrap is a full-color digital print which can be affixed to automobiles, trucks, vans or buses. State-of-the-art vinyl prints combine photos, logos and text to create exclusive designs and messages for your audience. As the competitive landscape of business tightens, a vehicle wrap can clearly set you apart from the competition. Industries that utilize delivery trucks or service vehicles constantly gain exposure to potential new clients each day they are on the road.

How cost-effective is a vehicle wrap when compared with traditional forms of advertising media?

A vehicle wrap is among the most cost-effective means available to advertise your business. According to the Outdoor Advertising Association, one vehicle wrap can generate between 30,000-70,000 impressions daily. The cost per impression (CPM) of a vehicle wrap is \$.77. Comparatively, a billboard cost is \$2.18 (CPM), a 60-second drive time ad in a top 100 radio market is \$8.61 (CPM) and a 30-second television spot in a top 100 television market is \$17.78. Unlike the traditional static billboard medium, your product is always on the move, delivering your message to the world, day or night.

Can the wrap be removed and what happens to the paint surface?

Our wraps are removable for up to five years. If the paint is original, manufacturer-applied paint, there are no adverse effects to your finish.

What are the different levels of coverage of wraps and how much does it cost?

Sign One features three levels of coverage: $\frac{1}{2}$, $\frac{3}{4}$ (usually at the rear of the vehicle) and full. The $\frac{1}{2}$ wrap features the rear of the vehicle and half of the vehicle sides along with value-added limited areas on the hood, doors, front fenders & windshield. The $\frac{3}{4}$ wrap features the rear of the vehicle and $\frac{3}{4}$ of the vehicle sides along with value-added limited areas on the hood, doors, front fenders & windshield. A full wrap includes the entire vehicle and all or a portion of the roof depending upon the vehicle type and customer preference.

The price depends on three factors: vehicle size, level of coverage and degree of difficulty during installation. A small car (Ford Focus) with $\frac{1}{2}$ coverage starts at \$800 while a full-sized van with full coverage is \$3500.

What type of materials does Sign One use for vehicle wraps?

Sign One exclusively uses repositionable, removable 3M wrapping films which are finished with 3M gloss or luster laminates.

Will I be able to see out of my vehicle windows with a vehicle wrap on?

Yes, we use a 50/50 perforated window film on exterior windows for maximum exterior visual impact while allowing occupants of the vehicle to safely see out.

What is the process for producing a vehicle wrap and how long does it take?

The process involves three steps: design and layout (with customer-approved proofs), print production and installation. The entire process is typically completed in less than 15-30 days. Installation times vary between 1-3 days depending on the coverage and the degree of difficulty. Additional time may be required for corporate art availability.

What type of warranty will I receive with my finished wrap?

Sign One warrants the materials for 3 years on vertical surfaces and 1 year on horizontal surfaces. Installation is warranted for a period of 1 year. The condition of the paint underneath the wrap is critical for adhesion. Vehicles that have cracked, peeling or oxidized finishes or which have been repainted due to age or accident cannot be warranted.

How do I care for my wrap?

We recommend hand washing only with a non-abrasive sponge. The wrap can also be hand waxed. The use of high-pressure washes may cause the wrap to lift at seam areas. Conventional automatic car washes with rotating brushes will also scratch & damage the wrap surface. Avoid use of ice scrapers which will damage your vehicle wrap/window perf areas.

