

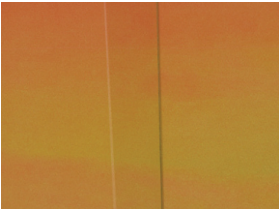


ITEMS TO CONSIDER BEFORE YOU WRAP



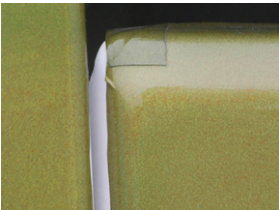
These are important considerations before you wrap your vehicle

Vehicle wrap installers all face the following from time to time when applying full or partial vehicle wraps. Installers may take different approaches to address these items. We strive to follow industry best-practices so we meet our #1 goal – customer satisfaction. So, as you explore mobile marketing, review this article before you wrap your vehicle.



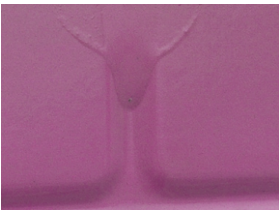
OVERLAPPING SEAMS:

Before you wrap your vehicle understand overlapping seams. Seams occur when one panel is placed over the initial panel. 1/4"-1" seams are commonplace. Depicted is an acceptable seam.



PATCHING:

A common practice during application, sometimes a piece needs to be reprinted and patched back in. If a change is required after the proofing phase, Diesel Signs will determine if a patch is needed to complete the wrap.



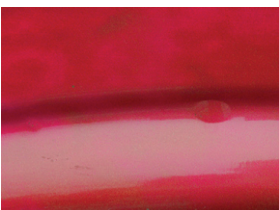
DEEP RECESSES & CUTLINES:

Deep recesses in body panels may create "bridging" in the vinyl, which can cause lifting or bubbles. This occurs when the vinyl material exceeds its pliability. In these cases, Diesel Signs applies primer per industry standards, but cutting may also be necessary to release stress in deep creases as well as finishing with an edge sealant.



LIFTING:

Lifting can occur especially on door handles, window perfs, and non-adhering textured plastic parts. These areas are not warranted for repair. However, lifting that occurs on main body panels and other areas where it should not appear will be repaired by Diesel Signs if it's brought to our attention within 30 days of application.



WRINKLES & BUBBLES:

Vehicle contours, compound curves, and vinyl stretching can cause wrinkling where excess material gathers. Diesel Signs will do its best to minimize this during the application process. Bubbles can be heated and pushed down flat.



ALIGNING TYPE:

Vehicle contours and vinyl stretching can cause type to be misaligned or crooked during the application process. One option Diesel Signs provides is cutting vinyl lettering and applying it over the wrap. This option incurs additional cost in material and time.



WHAT TO EXPECT

How Much Do Car Wraps Cost?

The first thing people usually want to know is, "How much will it cost?"

Three things determine the price for a vehicle wrap: the amount of material needed (the size of the vehicle: P/U truck, compact car, complete or partial wrap) the type of material (not all vinyl is the same in type, quality or price) the amount of labor (includes computer design and input). In 2014 the PDAA (Professional Decal Applicators Association) averaged prices for ALL wraps in the US – city busses and Mini Coopers and every- thing in between – and they came up with \$4,200.

For example, a matte or satin finish on a car the size of a Mustang can run between \$3,500 and \$4,500. Metallic finishes are more expensive because the materials cost more and the directional nature of the finish creates more waste. Some could be \$5,700 to \$7,000.

If your car is a pricey model, expect a pricey wrap. The extra careful attention with those vehicles along with the difficulty of removing body parts takes more time and adds to the labor costs.

What Car Condition Is Required?

It's important to note that a wrap will not cover up an old or bad paint job. IT IS NOT USUALLY LESS EXPENSIVE THAN A NEW PAINT JOB.

High quality wrap vinyl is extremely thin, so if your paint has scratches, door dings or any other imperfections, they will be covered but not eliminated. Most times those things will now stick out and be even more evident. You will not hide anything. Flaws will always show up on the surface.

If your paint is not in very good condition, the vinyl will have a difficult time adhering to it. It is wise to get any such issues fixed before wrapping the vehicle.

Expectations

Please keep the following points in mind when inspecting your finished vehicle.

A wrap is not a custom paint job but rather a cost effective, removable alternative which provides you with more detail and impact than any custom paint job will ever be able to offer you.

A wrap does not cover 100% of your vehicle surface area, as some areas like cracks, expansion joints and seams are not covered. The extent of this issue depends on the type of vehicle your wrap is installed on.

Your wrap was installed by trained professionals. We used the highest quality vehicle graphics vinyls and over laminates to create your vehicle wrap and applied them to properly prepared surfaces to promote adhesion. If you were looking for perfection, we came as close as possible using vinyl film.

Each vehicle we wrap has areas that are not recommended for vinyl application and are not warranted. Such areas include but are not limited to door handles, hinges, textured surfaces, emblems, rubber, moldings, weather stripping, sliding windows, exhaust systems and some extreme convex and compound curves. If you chose to have those areas wrapped anyway, we used several techniques to overcome such trouble spots. Some of them are overlays, patches, relief cuts and design considerations. Such blending techniques are not visible from 10 feet away and are as perfect as possible when viewed up close.

Expect the vinyl to have small wrinkles and bubbles and minor imperfections. As an industry standard, if the vehicle looks great from 10 feet away, this is considered to be a successful wrap.

If there are any problems with the graphics, they should be fixed immediately. Letting the problem go could cause the problem to get worse and make it impossible for us to repair properly.