

THE LEADING EDGE



United Application Standards Group



Note

From the President

Ready, Set, Squeegee –

From the UASG President

We all go through the cyclical demands of our industry - and with the end of year and winter months behind us – the demands of upcoming event work, fleet rebrands and retail launches are upon us. Skilled graphic installers are in high demand right now and we are all working to meet our customers' needs and make hay while the sun shines.

Many members have come to me and asked how the UASG can support the significant challenge of hiring and retaining good installers for their companies. One of the focuses for the Board of Directors between now and the Fall UASG General meeting will be to develop initiatives that will support the growing companies in our membership and their need to hire and retain installers.



A related topic to the discussion of hiring and retaining installers is offering training within the UASG for our members' employees. Additionally, getting feedback on benefit programs and ways to improve employee satisfaction to ensure long term career success is important. Look for a survey from the UASG in coming weeks that will focus on employing installers with the intention to help us as an organization to better recognize solutions and improve our support in this key area.

The membership has requested that we return to a signs and graphics industry focused event for our next meeting. Therefore, the fall meeting will be held in Atlanta GA in conjunction with the SGIA show. Once a date and location is set, an announcement will be sent out to all membership. Hosting our meeting in conjunction with SGIA will provide the opportunity to see what is new in the market and network with film manufacturers, equipment providers, distributors and print providers. We will reach out to industry leaders that will be exhibiting and attending SGIA to help provide content to our meeting topics including business operations, retail/fleet installations and industry changes/developments.

If there are other topics that you would like to discuss and have included in our agenda for the Fall meeting, again please email me at feedback@uasg.org. For information regarding hotel reservations, badges, and meeting agenda – please check the UASG 2015 Membership Meeting Link regularly.



www.facebook.com/unitedapplicationstandardsgroup

Current Board of Directors

Julie Martin	President
Ward Schneider	Vice-President
Al Chieco	Co-Chairman, Ethics Committee
John Carthey	Chairman, New Members
Mark Knoff	Manufacturer Representative
Lloyd Paxton	Chairman, Certification Committee
Mike Stavreff	3M Representative
Steve Reininger	Co-Chairman, Ethics Committee
Chris Prenovost	
Greg Ford	

Other

Sharon Paxton	Secretary, Certification Committee
Kip Johnson	Administrator, Treasurer
Jan Clippard	Secretary

Contact Info:

Questions / Comments: feedback@uasg.org
On The Web: www.uasg.org



United Application Standards Group



CREATIST ENTERPRISES, INC.

Established in 1971 and a founding member of the (PDAA) Professional Decal Application Association.

In 1973, we were in the middle of installing graphics on 250 Hertz trucks at US Truck Body in Long Island City. Using a pin to puncture the rivets was an exhausting proposition. One evening I went to a seamster shop and found a wheel with pointed pins on it. I tried it the next day and it worked great. I called 3M in to look at it. At first they didn't want to accept it, but on further review, they did accept it, and they made up a kit with the rivet runner wheels, rivet brushes, gold squeegees and heat a gun. Thus, most people have these wheels in their kits today. Goes to show you how long I have been in this business.

Today most of our work is with full wrap vehicles, as that seems to be the prevalent message today. Wrap everything that is possible to wrap. Don't stand around too long when an installer has a piece of vinyl in his hands as you may get wrapped. The days of large trailer fleets needing decals has virtually passed, and a new era has arrived. Years ago, we were installing hundreds of vehicles from corrugated units to exterior post vehicles. To be able to stay above the fray is important and that's what being part of organizations like UASG and PDAA is all about. Much insight is gained from talking to various members and understanding what to do with the changing landscape.

My business has changed dramatically over the years and in the last four years, we have moved into an even newer arena for us, Mobile 3D Billboards. We have partnered with a logistics company and have over 400 trailers under contract. The trailers have GPS Systems in them and they travel throughout the country. We also have 60 trailers traveling in Manhattan a minimum of 170 times per week for tremendous exposure. We have partnered with a 3D artist, and are offering companies a unique concept of advertising with "Traffic Stopping" graphics, with the WOW Factor!!!! We do not print the graphics so any printing company that brings us an advertiser can provide the printing at their cost and also realize a commission from the logistics company. A great deal.

Please visit our website at www.creatist.com to learn more about what we are all about...
or give me a call at 973/263-9004.



3M Certified
Graphics Installation Company



United Application Standards Group

A to Z Unlimited, Inc. Graphic Installations

Car Wraps • Building Wraps • Truck / Bus Wraps
Trade Shows • Special Projects
1-866-433-2807

Local 137 AFL / CIO

SPOTLIGHT MEMBER

AtoZ UNLIMITED, INC.

Something from nothing

As I started this life with nothing, I have ended up with something . . . well much more than just something! A beautiful family, 3 children, my wife of 18 years and a wonderful business. Much to be thankful for! The UASG was a part of it!

AtoZ Unlimited, Inc. started in 1997 and was born from nothing except hard work and a very small cash investment (an old Dodge pickup truck, a used car, ladders, scaffolding, an office in my house with a computer). I had worked for some time on and off in the industry for years, when it occurred to me that I should give this a try for myself.

So in late 1997, I decided to get incorporated and purchase the proper insurance to start a small graphic installation business. Seventeen years later, we employ 3 full-timers and several part-timers. From the start, I found that we were always busy! I was able to identify that we could create value by doing a good job, looking professional and joining trade organizations, such as the UASG! It is amazing to me how many people will go out and start a business and not take it seriously! They will promise to be on site and complete the work on time, doing neither. When I learned about the opportunity to be involved in the UASG and I saw a template of organization, training, networking and certification, it made total sense. The value that it created was unmatched.

Over the past ten years or so, we have grown into one of the most respected installation groups in New York City. For some reason we are best known for New York Sports! We provide service to The New York Mets, Yankees, Jets, Giants, NY Rangers, New Jersey Devils and the list goes on. We even installed all of the pedestal wraps in 2002 for the winter Olympics. We installed better than 1/3 of all of the graphics for the Super Bowl in 2014 at the new Met Life Stadium. We have done work for almost any big and small retailer that you can think of in NYC as well. DKNY, GAP, Banana Republic, Louis Vuitton, Breitling, Rolex, Timex, just to name a few. We have done work for many of the universities such as St. Johns, Fordham and LIU. We also provide service to the City of NY with City contracts to the MTA.

I would recommend that anyone who is in this business or anyone that is thinking about getting into this business consider joining the UASG

The value and support offered up by the UASG are invaluable!

3M Certified
Graphics Installation Company



United Application Standards Group



AMERICAN GRAPHICS INSTALLATIONS, INC.

American Graphics Installations, Inc. started in California in 1979. Keith Slater and Pete Vernasco have a well-traveled history together. Pete was installing trailer graphics as a summer job in 1972. Pete never thought his summer job would turn into a lifelong career.

Keith, meanwhile, was attending Indiana University in their music program. Pete met Keith while attending a party in Bloomington IN. The two took up a friendship. They played together in a band and then traveled on a six month round the world journey. When they returned in 1978, the two friends decided it was time to get serious about work.

A trip west to Washington State turned into a business opportunity. It was a vacation that turned into a job. Keith and Pete never looked back.

Their work relationship has spanned five decades. Today, American Graphics is one of the leading companies in the industry for semi-trailer fleet applications. American Graphics is Utility Trailer Manufacturing in-house decal installation service. Our teams of eighty plus installers are focused on making customer satisfaction our number one goal.

Our installation teams work at four of Utility's five manufacturing facilities located in Utah, Arkansas and Virginia. Last year, 2014, was our strongest year to date. We installed nearly 23,000 trailer decal sets.

American Graphics started in the Bay area and continues to offer decal installation services to fleet and retail customers in northern California. We also have installation teams based in the Los Angeles area. Our service area includes Arizona, Nevada and California.

Keith and Pete enjoy attending the UASG meetings and connecting with fellow installation companies. We take advantage of the UASG relationship with 3M for training and education, tool purchases and the UASG network of installers. At the yearly functions, Keith has been known to get up onstage and display his piano skills.

After 36 years in the business, Keith and Pete are thinking of the next generation to lead American Graphics. Pete has three sons currently in the business, Owen, Jeramy and Jack. The three of them head up the northern California team. Keith has four sons waiting in the wings, Parker, Conner, Jack and Buddy.

See you at the next UASG gathering.

**SPOTLIGHT
MEMBER**



3M Certified
Graphics Installation Company



United Application Standards Group



TKO GRAPHIX

**SPOTLIGHT
MEMBER**

TKO Graphix is a large format graphics provider serving national accounts since 1985. We specialize in fleet graphics offering a wide range of services including:

- Digital printing
- Screen printing
- Graphic design
- Graphics removal and installation
- Fulfillment programs
- Online ordering
- National rebranding programs

We're a 3M Scotchprint® Graphics Authorized Manufacturer and a 3M™ MCS™ Warranty provider, which means our customers receive consistent, outstanding products backed by 3M's most comprehensive warranties.

Graphic Installation and Removal:

TKO Graphix is a 3M Certified Graphics Installation Company, with a staff of over 100 installation personnel. Our installation and removal crews are knowledgeable, trained experts who travel the United States to service our customers. Our graphic removal process for large fleets is environmentally friendly, uses no harsh chemicals or abrasives and will not harm your vehicle or equipment. We have the ability to handle any size job. Our facility holds over 500 trailers and our quick removal method means fast turnaround of hundreds of trailers or units at a time.

Our Family of Companies:

Our 50,000 square foot facility in Plainfield, Indiana houses our family of companies, TKO Graphix, TKO Signs and TKO Marketing Solutions. The TKO companies bring it all together in one place for our customers, creating a one-source solution.



3M Certified
Graphics Installation Company



United Application Standards Group

New Members (12/2014 to 3/2015)



Slicks Graphics

Craig Sanford
1309 So. Pennsylvania Av
Morrisville, PA 19067
215-494-3294
craig@slickgraphics.com

The team at Slicks Graphics, Inc. is built with fast learning, creative men and women providing full service graphics for complete vehicle applications, basic signage applications and architectural applications. We print, cut and install in-house, with the occasional outsourcing to other certified installation companies, as well as installing outsourced jobs for other certified companies throughout the East Coast area.



Digital D-Signs

Rene Sanchez, President
1364 Industrial Drive, Suite A
New Braunfels TX 78130
830/629-0047
rene@digitaldsigns.com

Digital D-Signs is based on the idea that our customers, our employees and all projects work under the same principle of value. As a company, it's our goal to help our customers budget for the best return on their investment. As a result of this ideology, our greatest success is a return customer who has faith, trust and confidence in Digital D-Signs



Image Options

Brian Hite, President
19651 Alter, Foothill Ranch CA 92610
p: 949.586.7665 | c: 949.289.8178
Bhite@imageoptions.net
www.imageoptions.net

Image Options serves manufacturers and retailers worldwide to create innovative brand environments that get noticed. We plan, design and produce or produce from your designs, inspirational displays, visuals and interior environments.

Customized fabrication solutions, proprietary project management technology and state of the art printing and production equipment combine to produce the highest quality of product, on time and on budget. Our team of certified installers will then execute the intent to the highest standards.

2015 Test Dates

- April 27th and 28th
- July 27th and 28th
- September 28th and 29th



United Application Standards Group



3M Technical Service Organization

The 3M Technical Service organization has taken the opportunity to reorganize the department this March. Mostly these are changes in reporting structure, but a few people have been assigned to different products to ensure proper back-up coverage and job enrichment. It is our goal to make sure that you have the product and installation information that you need to perform your jobs, and so we offer you several ways to get the information you need:

- Find product and instruction bulletins on our website at [3Mgraphics.com/Tech Info](http://3Mgraphics.com/Tech%20Info).
- Contact our Hotline number 1-800-328-3908 with almost any question.
- Contact Technical Service directly using the information provided in the table below.

3M Commercial Solutions Division - TECHNICAL SERVICE			
Name	Role	E-Mail	Phone
David Deiss	Sr. Global Technical Service Manager	dhdeiss@mmm.com	651-737-8590
Casandra Nelson	Admin Assistant, Training scheduler	cnelson1@mmm.com	651-736-9354
Mike Stavreffe	International Technical Service Mgr	mfstavreffe@mmm.com	651-737-8302
Fabio Loria	International, Latin America	floria@mmm.com	651-733-1589
Carol Millar	PIJ (solvent and latex), Profiles	cjmillar1@mmm.com	651-736-9417
Howard Novotny	International, Flexible substrates	hnovotny1@mmm.com	651-736-7391
Scott Roth	DI-NOC*, Application training	saroth@mmm.com	651-733-1036
Tom Stirling	Translucent and Sign products	tbstirling@mmm.com	651-737-7137
Alan Miller	Technical Service Manager	ammiller1@mmm.com	651-736-3056
Mark Elvester	PIJ (UV), Overlaminates, Window	melvester@mmm.com	651-736-2703
Matt Kading	Premium , Aircraft, Rail films	mkading@mmm.com	651-733-0885
Mike Petrich	Screenprint, Sidewalk/Floor films	mjpetch1@mmm.com	651-736-9690
Joe Walton	Series 1080^, OEM films	jgwalton1@mmm.com	651-736-1789
Elizabeth Ziegler	Fasara** and Wall films	eaziegler@mmm.com	651-733-8009
Marcio Oliveira	Technical Service Supervisor	mroliveira@mmm.com	651-737-1850
Jim Odden	Application	jlodden2@mmm.com	651-575-1852
Nate Place	Reflective, Application	ntplace@mmm.com	651-736-0314
Todd Straub	Application	tmstraub@mmm.com	651-736-1939

* 3M™ DI-NOC™ Architectural Finishes

^ 3M™ Wrap Film Series 1080

** 3M™ Fasara™ Decorative Window Films

WRAP TO WIN!

3M Wrap to Win Contest

Congratulations to Bruno Dede of Metro Signs, a UASG/3M Certified Graphics Installation company. Bruno is one of five finalists in the 3M Wrap to Win contest! The many submitted entries were reviewed by celebrity judges Jeff Gordon, Jeremy McGrath and Jessi Combs, along with industry experts Jill Ayers, Matt Dixon, Dan Desroches, Marcio Oliveira and Kenny Calman.



Bruno and the other finalists will receive a trip to the ISA Sign Expo in Las Vegas where they will learn who wins the Grand Prize—an all-expense-paid eight day trip to Bora Bora. Join us as the Grand Prize Winner will be announced at the ISA Sign Expo in the 3M booth, #1338, on Friday April 10th at 3PM.



United Application Standards Group



Website News

We have encountered significant delays in bringing the new and improved website to the marketplace. As many of you know, Heywood Wilkinson of Fidget Productions, gave a presentation on the progress made on the website at SEMA last November. Since that time, he has sold his company to New Media One and has left the industry. We are working with the folks at New Media One to get the website redevelopment and design back on schedule. The goal is to launch the new website in the summer, but that depends on the progress made by New Media One over the next 6-8 weeks.



Tools and Supplies

UASG will no longer stock the following two items:

- 983-32 Conspicuity stripe, 11”/7” pattern, 2”x50yd roll
- 983-326 Conspicuity stripe, 6”x6” pattern, 2”x50yd roll

Mid-American Trucking Show, Louisville, KY

The UASG had a booth at the recent Mid-American Trucking Show held in Louisville, Kentucky March 26-28 to promote the services of our membership. The show was sold out with over 1,600 exhibitors and foot traffic exceeding 78,000 people.

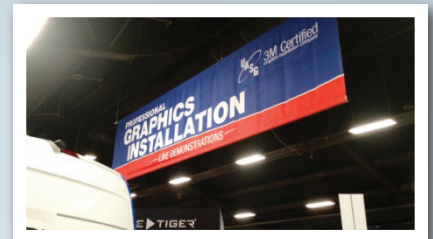
The UASG went all out, with various graphics

promoting graphic installations. We were able to add promotional signage to several local hotel shuttle buses. In addition, the booth was outfitted with large overhead and backdrop banners attracting the attention of a broad audience. We also offered complimentary cell and tablet wraps at the booth and that service certainly increased the booth traffic throughout the show and showed the expertise of our installers.

To cap off a successful show, Jim Campbell of JCGI hosted the membership at his home for a social that included pulled pork (with several of his sauces), derby pie, beer, wine and other great food and beverages.

We would like to thank the following booth volunteers for making the Mid-American Trucking Show a success!

AB Installations
AD Graphix
American Graphics Installations
AZ PRO Graphic Installations
CGS Imaging
Grafix Systems
JCGI
PIL Graphics
Schneider Graphics
World Class Displays
Wrapture Graphics
Zebra Wraps





Wrap it up! (Reprint)

By Mark Trumbull



Like most installation pros, we're removing more and more hardware from a vehicle before performing a wrap. Door handles are among the things that interrupt the flow and, if you know what you're doing, they can be easily removed to allow for a cut-less install. The torx screw accessible from the door jamb holds the handle hardware in place. Typically, the torx can only be backed out, not removed. Ford, Chevy, Dodge, Nissan (I think) are all engineered in this way and very simple for simpletons to remove. Buick, in its wisdom, arranged the torx in such a way that the latching system 'springs' if the torx is backed out too far. We don't know what 'too far' means as there is no indication other than things suddenly don't work.

So, the scenario went something like this:

We received a brand new 2015 Buick Encore for a full wrap. We opened the driver and passenger doors, popped the plastic jamb cover, backed out the torx, removed the handles and locking assembly, closed the doors, and wrapped the car.

Then we realized we could not re-open the doors. Not from the inside, not with the remote, nada zip zero. We put the handle assembly back together on the notion that some external mechanism would activate allowing us to open the door and tighten the torx but, alas, was not to be. We disconnected the battery, waited the requisite 60 seconds, reconnected, started the car. Nothing. We put the key in the driver lock, activated all four locks (synchronous) then turned the key to unlock, but again the door wouldn't open.

Things it wasn't:

(all suggestions from various Buick dealerships around the country. . .
it was getting late in Chicago so we began calling west):

- Electronic modules
- Anti-theft whatever
- Synchronous lock electronics
- Broken latch spring
- Bad karma

Reluctantly, we contacted a friend at a local higher-end auto shop and took the car over. 4.5 hours later and \$358.12, the doors were opened and reassembled. I asked for the details of what happened but the response was vague. In the end, the mechanics had to strip the door panels from the inside to access the jamb lock, pry it open and then re-assemble. Since the car was brand new (from the dealership to my shop), the mechanics had to exercise additional care so things kept looking new, post-fix.

Moral to the story:

add \$400 to the install estimate for all Buicks.

Follow-up on Trumbull's Piece

By Phil Birdseye

Great news letter and info on the Buick. FYI, Dodge Chargers are the same way on lock mechanisms. We learned the hard way also. We wrap roughly 20 squad car doors per year with 1080 white. We were able to fix ourselves without the expense but it did suck up time. Time is valuable, so my recommendation is if you take handles out use scrap vinyl or tape on the inside lock mechanism (latch) so the door can't latch all the way. Rolling the windows down is helpful also, but that's a no brainier. I think we all, as a group, should utilize the UASG Forum more and post our tips on there with photos if possible.