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**Anaheim – Sticky Issues Addressed by 3M Certified Installers Who Attended the Biannual Professional Graphic Installers Meeting in St. Paul**

CGIS, the Commercial Graphics Innovation Summit, took place again just last month, the most recent initiative by UASG (United Applications Standards Group) to set and maintain the highest possible quality and ethical industry standards.

This year’s conference was hosted in St. Paul, Minnesota in conjunction with 3M, giving over 75 companies three days of training, team building and camaraderie. By gathering together North America’s premier graphic installers and ensuring they have the training support they need, the UASG reinforces its “cream of the crop” reputation amongst businesses who require professional graphic installation services. Companies from the Fortune 500 to corner mom-and-pops have come to recognize that quality, consistency, and application longevity are what distinguish the work of a UASG member.

For specific business-building and operations support, a series of roundtable discussions proved a crowd pleaser with topics dedicated to human resources, accounting, sales and marketing, etc. Specific attention was devoted to hiring/firing practices and current OSHA requirements. One of the most celebrated aspects of the summit was the time dedicated to DI-NOC Architectural Films, an area thought to hold great potential in the industry. Members were invited to bring their installers with them to the trade show so they could be taught firsthand about DI-NOC applications. They were also trained in the proper use of Knifeless Tape.

In addition to pure “for the fun of it” social opportunities, attendees used their time at the summit to get to know one another better on both a personal and professional basis. Strategic partnerships initially struck at the meeting prove essential in this business as UASG installers often rely on one another for large jobs that span multiple states. The UASG continues to be North America’s largest organization of 3M Certified Installers and only those who have completed the stringent requirements can claim these designations.

But, according to UASG President Julie Martin, “As proud as we are of the work we do at the summit and throughout the year… and as proud as we are of our installer-members, the way we all come together and work side-by-side on behalf of worthwhile charity organizations is really something to see.”

Ms. Martin refers to this year’s outreach effort. Completing a gymnasium wrap for a local non-profit, the Washburn Center for Children, this year’s summit attendees helped create a graphic environment most conducive to healing and suitable for children suffering from various social, emotional and behavioral issues.

Businesses in search of the highest quality professional graphic installers are welcome to consult the roster of vetted, approved, 3M Certified Installation Companies at [www.uasg.org](http://www.uasg.org). Installers who wish to attend the 2018 Commercial Graphics Innovation Summit and take advantage of other benefits must first become UASG members. Those who are prepared to undergo extensive training and testing, as well as pass the business background checks, are also warmly invited to visit the website.

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