

THE LEADING EDGE



United Application Standards Group



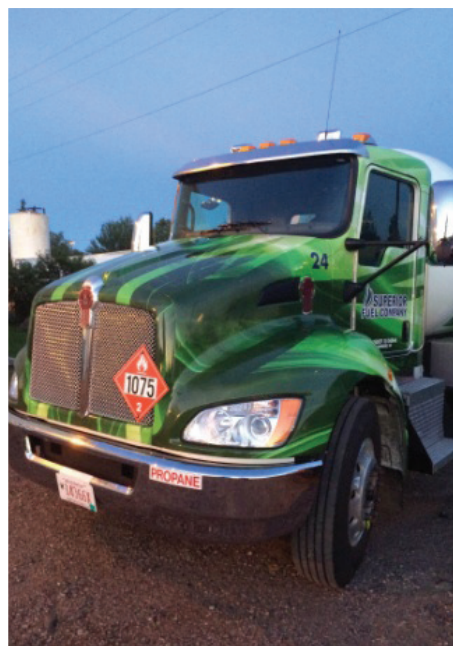
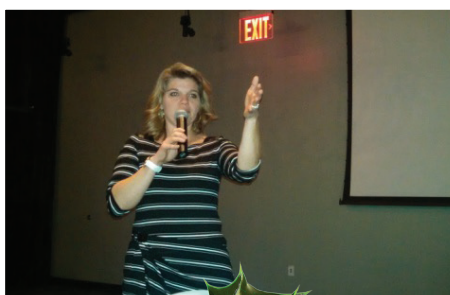
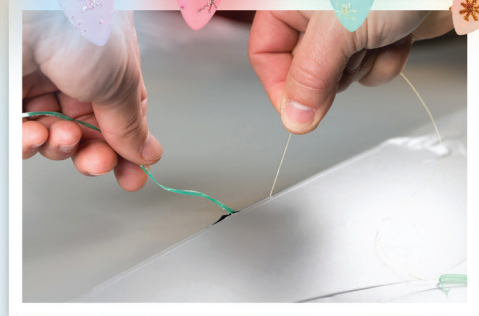
Note From the President

Members:

2014 brought improvements and continued growth for the UASG. I hope every member had a successful year and that the UASG played a part in their success.

The UASG was formed with the intention to establish a united standard within the graphic application trade. The UASG provided a much needed solution to the then up and coming commercial graphics market. The UASG led the industry. We helped develop products and we set out to find professionals that others would measure themselves against. Installation companies would be empowered in the industry by unifying and standing together as the UASG. The organization set out to develop the professionalism of our trade, not only in the workmanship of the installers, but also in the operations of their company's businesses.

Today, the UASG continues to lead the industry, help develop products, develop professional companies and establish the basic standards for our trade. Together in 2015, we will strive to continue to unify our members and lead the industry. We hope each of you is looking ahead to how you can raise the bar and work to meet or exceed the standards by which we adhere. Remember, wannabes compete . . . champions dominate. Here is to bigger and better in 2015!



Pictures Submitted by our Members

Phil Birdseye • Elite Tinting & Graphics

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

It's Almost Renewal Time!

By: Sharon Paxton

To make this year's renewal process go smoothly for everyone, I thought I would give our new members (and all those old members who may have forgotten the procedure), a quick overview of the renewal process.

You will receive your dues invoice via e-mail during the first week in January. The e-mail will come from kip@gkipland.com. The e-mail will go to the contact person from your company whose e-mail address is listed on the UASG website. Once the invoice is received, the process is quite simple.

WHEN YOU RECEIVE THE INVOICE, PLEASE DO NOT JUST SEND A CHECK – THAT DOES NOT COMPLETE YOUR MEMBERSHIP RENEWAL.

STEP ONE:

You need to log on to the website (www.uasg.org) and under the "Renewal Form," located on the left-hand side of the homepage, complete the form (which includes providing verification of employment for your tested installer). The verification should consist of a recent paystub or Form W-2 for the prior year and can be mailed to me at the address listed for payments, scanned and sent via e-mail to sharonp@uasg.org or faxed to 714/281-2206.

STEP TWO:

At the end of the form, there will be a choice for you to either pay via credit card or mail a check. If you choose to pay via credit card, follow the prompts for payment and then you are finished. If you choose to pay via check, you will need to mail a check to me at the following address (which also appears on the invoice itself):

UASG, 8265E. Serene Ridge Lane,
Anaheim CA 92808-2531.

If you have forgotten or misplaced your log-on information, please contact me (sharonp@uasg.org or 714/329-6156) and I will be glad to provide it to you.

PLEASE DO NOT SEND YOUR INSURANCE CERTIFICATE OR HAVE YOUR AGENT DO SO!

The process I utilize for obtaining current Certificates of Insurance is to contact each member's insurance agent and request an updated Certificate at the time that the policy renews each year. By you or your agent sending a Certificate when you renew your membership, you are providing me with a duplicate of what I already have on file. The only exception to this would be for those members whose insurance renews in January. If, at the time you are completing the Renewal Form, you have received your new policy for the 2015/2016 period, sending that Certificate would be helpful. Additionally, what would be most appreciated and the most efficient way for me to receive your Certificates (and avoid having to contact each member's insurance agent) is to advise your agent to place the UASG on its list to automatically send the updated Certificate to me upon renewal of the policy each year.

PLEASE NOTE:

MEMBERS HAVING MORE THAN ONE LOCATION – THE BOARD VOTED TO INCREASE THE ANNUAL DUES FOR AN ADDITIONAL LOCATION TO \$425.00 PER ADDITIONAL LOCATION.

Thank you and hopefully, this year's renewal process will go smoothly for everyone.



Pictures Submitted by our Members
Phil Birdseye • Elite Tinting & Graphics



Pictures Submitted by our Members
Phil Birdseye • Elite Tinting & Graphics



On The Web:
www.uasg.org



Spotlight Members

To encourage participation within the UASG by its member companies, the UASG has developed a promotional credits system where members receive credits for various achievements or milestones. Members receive promotional credits for attending membership meetings, serving on committees, working on the tradeshow floor, paying their annual dues within terms, etc.

Promotional Credits:

Membership	1 Credit for every 1 year
Annual Membership Meeting	1 Credit for every meeting attended
Committee Member	1 Credit for every committee served
Trade Show Participation	1 Credit for every show attended with active participation
Complete on-line Installer Modules	1 Credit for completing 3M online courses
Paying Dues/Renewing by Deadline	1 Credit
Trade Publication with UASG mention	1 Credit

Our members are listed on the UASG website and sorted from top to bottom based on the total number of credits they have earned, not alphabetically as in years past. That's why you see different members at the top when you search a specific region. Please keep in mind that when you search by zip code, the sorting process is based on mileage (nearest listed first) and not the member credits.

In each issue of the Leading Edge, we draw three names out of a hat from members with the most credits and then we highlight those companies in the newsletter.

Pictures Submitted by our Members

Phil Birdseye • Elite Tinting & Graphics





United Application Standards Group

3M Certified
Graphics Installation Company

SPOTLIGHT MEMBER



In the late 60's and early 70's, I used to paint pin stripes on vans and motorcycles and such. During my travels around to these various shows, somehow I acquired the name The Mad Striper and it stuck. I have kept it all these years because everyone seems to remember it even though I haven't painted a stripe in years. Also, during these early years, I was working as an auto painter and worked primarily on tractors, trailers and other fleet vehicles. In 1971, I got paint poisoning and had to get totally away from that industry all together. What to do?



In January 1972, we officially started The Mad Striper Decal Service and we have been a family owned business ever since. As mentioned previously by early install pioneers John Carthey, Lloyd Paxton and others, this was indeed a fledgling industry and I have really enjoyed watching the way many of our decal companies have helped each other over the years. 3M Corporation has always been there all these years in helping all of us with whatever we need to grow with them as well.

Most of the work we did during those earlier years was installing trailer graphics. We did a lot of trailers in Chicago for Dominic's and Jewel Foods. . . the largest grocers in the city. Actually it was the terrible traffic going to and from these trailer jobs as

well as the big city congestion and crime that prompted our family to leave the city and we headed south to Nashville. We have been here for over 25 years and we have raised our 5 kids here. We are indeed thankful for all of our "brother" decal companies that have provided work for us here via your national accounts.



For 10 years we had an installation facility next to the Wabash National trailer plant in Lafayette, IN and we did literally thousands of trailers for them. We had a 4 bay shop, 3 trucks, and 35 installers at the height of our work there. We did many jobs for our fellow decal companies who wanted to get their trailers done before the customers picked them up and they hit the road. It was during this time that one of our customers, Ward Schneider of Schneider Graphics, invited us to be a part of a new group of 3M Certified installers being formed. Boy, am I glad that we were welcomed aboard and I too am also proud to be considered a Founding Member of the UASG.

We have done a variety of installations over the years and I have to say that many of them were a learning experience for sure. One year, we did a train for Ringling Brothers Barnum & Bailey Circus. . . 48 car's worth. It was in the heat of summer and we had to meet the train in Louisville. When we weren't finished 3 days later, we had to follow the train to Memphis to complete the job. That year, the Chinese Acrobats were with the show and it was interesting watching them work out on the train siding as we worked on the cars. It was 100 degrees and no breeze, so the acrobats sweated just as much as we did as we all did our job - very interesting indeed.

Another recent job we were involved in was wrapping a truck for Nissan Motors. For several months, Nissan worked with the Wounded Warriors to develop a special Titan truck that 2 of their volunteers would

drive cross country in Alaska. For several months they allowed input from people all over the country as to just how to build and equip this truck. The truck was built and outfitted right here in Murfreesboro, TN. where we live. We were contacted by our good friend, John Meehan, from Sticky Fingers Design in L.A. to help install a special digital wrap on this truck and trailer. It took us 3 long days to get everything installed for a show quality wrap. Everyone was really happy how it turned out and now as we speak the truck is off-road somewhere in the wilds of Alaska.

Many of you know that for the last 10-15 years or so vehicle wraps have become more and more popular and this has been true for us as well. Since Nashville is a recording Mecca we have installed a lot of tour bus wraps here for a variety of different artists. Many times the group will be here to do recording work and then leave on tour right after. In the past, we have been able to get these wraps ready before the tour. Another area of heavy wrap interest is the boating industry - both with pleasure craft and bass boats. Like Sir Graphic and others, we have done a lot of boat wraps here in the south as well. As time goes on, we will see the vehicle wrap interest grow more and more. I encourage everyone to reach out for this work, as it is enjoyable and rewarding as well. I have learned a lot from all you younger wrappers and I see a great wealth of knowledge and techniques that can be harnessed for the betterment of all. Please encourage other companies to join our ranks and we can all grow together. What a great industry. Sam





United Application Standards Group

New Members (10/14 to 12/14)



Nicholas Lowry, President

2512 Kenzie Terrace
Minneapolis MN 55418

612/256-2786

nick@brandink.net



Jack Vue, Brand Ink

Brand Ink

Brand ink prints and installs custom graphics including car wraps, fleet graphics and signage in retail and commercial environments. Our fast turn-around and attention to detail will help turn your project into a success for you and your client.

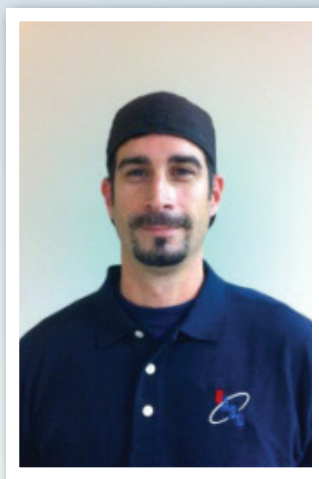


Whitney Cunningham, Office Manager

5 Trotters Run
Thomasville NC 27360

336/829-0471

whitney@wraps2go.net



Joe Cunningham, Installer

Wraps 2 Go

Wraps2Go has 20+ years installing and removing graphics. We are committed to this industry and providing quality installations to our customers and their customers. We are very excited to announce our 3M certification, it's truly an honor!

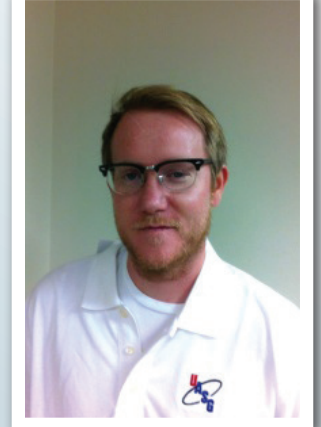


Marc Hayes, President

6024 45th Street
Lubbock TX 79407

806/794-7752

marc@copycraft.com



Matthew Pryer, Installer

Slate Group

At Intershine Graphics Inc. we specialize. Slate Group offers printing solutions through display graphics printing, digital printing, offset printing, graphic design and mailing services for clients all across the nation. The goal of Slate Group is to become, not a vendor, but a partner, learning how to better serve and provide for the needs and desires of their customers. Slate Group is able to service a vast range of clients in multiple capacities representing diverse industries. Our range of clients is a direct result of our unique equipment offering, how we apply the equipment and our technology and creativity in helping clients find the most efficient and cost-effective means to not only produce, but manage their marketing spend.





United Application Standards Group

New Members (6/1/14 to 10/1/14)



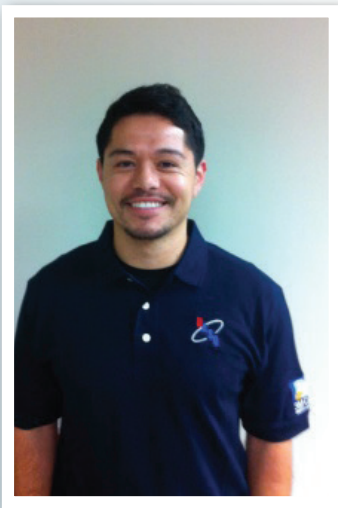
Luis Rodriguez, Owner

P.O. Box 8125

Taylors SC 29687

864/849-0019

info@wrapandrollgraphics.com



Luis Rodriguez, Installer

Wrap & Roll Graphics

A company that provides fast and affordable installation for companies that need efficient and reliable project management in the fields of mobile media, retail and architectural graphics.

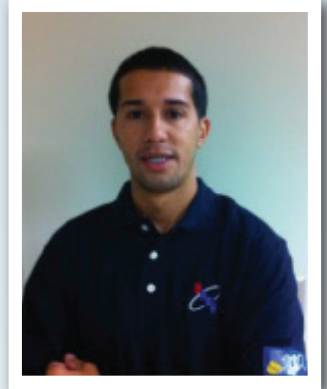


SignParrot.com

6400 E. Columbus Dr.

Tampa, FL 33619

813-612-9200 OFFICE



Felix Ruiz, Installer

Sign Parrot

At Sign Parrot, we focus on custom sign and auto advertising vehicle wraps and auto wraps that grow your business. . . our results are not just measured in attractive signs, but also when they make money for YOU! When you're looking for a high quality and professional sign shop in Tampa, look no further than Sign Parrot! Sign Parrot, "Helping Business Grow" is not merely our tagline, it is our company's vision. We regard ourselves as silent partners to every client we serve. To the best of our ability, we must give the benefit of our experience, our vision and our knowledge to assist our clients' growth and become a driving force to their success. Our desire is not only to assist our clients in their success but also become a vital cog in the growth and success of our community. By doing our job well, our clients will grow their business, our community will grow and we will grow.



2015 Certification Testing Dates

January 26th and 27th

April 27th and 28th

July 27th and 28th

September 28th and 29th





United Application Standards Group



Mike Stavreffe and Tim Boxeth spoke at our membership meeting in Las Vegas. They discussed the Envision wrap films in detail and presented a good presentation on the features and benefits of this material for both the printers and installers.

3M

CORNER



Introducing 3M™ Envision™ Wrap Films Suite - now compatible with all printers

In 2012, 3M introduced the world's first high-performing, non-PVC films—3M™ Envision™ Wrap Films. These films are everything you love about 3M wrap films. They go beyond being non-PVC with a breakthrough boost in attributes — even out-performing the industry favorites, 3M films IJ180Cv3 and IJ380Cv3, and overlaminates 8518 and 8519. Plus, they're a greener solution. So we didn't just invent non-PVC wrap films, we revolutionized wrap films. Period.

In fact, there was only one way to improve this suite of films: make a print wrap film compatible with solvent printers. So we did. Plus, we added a luster over-laminate. Introducing a new suite of 3M Envision Wrap Films — two print wrap films and two overlaminates — that work with all printers.

Meet the 3M Envision Wrap Film suite, highly durable with 2 year horizontal warranty:

NEW! 3M™ Envision™ Print Wrap Film SV480Cv3

- Designed for solvent/eco-solvent and UV printers

3M™ Envision™ Print Wrap Film LX480Cv3

- Designed for latex and UV printers

NEW! 3M™ Envision™ Luster Wrap Over-laminate 8549L

- The ONLY non-PVC lusterwrap over-laminate on the market

3M™ Envision™ Gloss Wrap Over-laminate 8548G

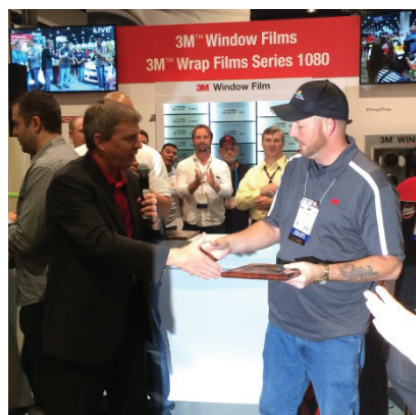
- Provides exceptional gloss and clarity

Now we're ready for everyone. Welcome to the revolution.



3M Wrap2Wrap Battle Finalist

Congratulations to Tidalwave Graphics and William Chaney. There were over 80 submissions to the 3M Wrap2Wrap Battle, and Will's entry was selected as one of the two finalists. Will competed at the SEMA show by designing and wrapping a Camaro Z28 in the 3M booth using new 3M(tm) Wrap Film Series 1080 colors. Congratulations to Will on being a finalist.





United Application Standards Group



Website News

Heywood Wilkinson presented a rough draft of the new and improved website we have been working on for 6 months. He continues to work on putting all the pieces together so we can have a tremendous website for our customers, prospects and members to visit. He understands that a significant portion of the traffic to our website is someone looking for an installer, so it is his charge to make that process as seamless and efficient as possible so that the customer has a great experience and comes back often. We hope to get this rolled out in the first quarter of 2015.

Please feel free to send photos to photos@uasg.org. And, if you have any suggestions regarding content for the new and improved website, please let us know via email at feedback@uasg.org.

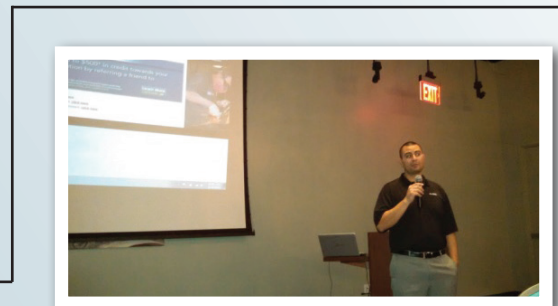
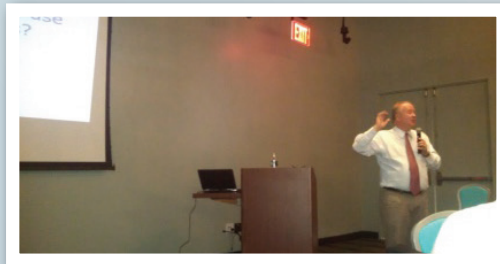
Effective hiring, discipline, and termination & Independent Contractors

Cory King presented information on labor and employment laws at our annual meeting. He was a dynamic speaker and held the attention of the group for nearly two hours. Cory covered a wide range of topics, including the interview and hiring process, termination issues, developing a useful employee handbook and other personnel items often overlooked in our industry. See below for a note from Cory.

"Thank you for attending my recent seminar. I really enjoyed meeting with all of you. I hope I was able to shed some light on a few topics that will help you run your company better and avoid human resources issues in this new year. If I can be of any assistance in the future, please feel free to contact me. Also, per your request, attached to this email is a copy of the slides as well as several other forms from the presentation. If you have any questions about the slides or using these items, please let me know. I apologize for the delay in getting them to you, but with all the new laws coming into play for the new year, our office has been a little crazy. A few of you asked for additional documents that are specific to your respective state. . .we are preparing those custom forms and will forward them to you as quickly as possible. Thanks for your patience.

Thanks again, and if I can be of any assistance in helping you with Labor and Employment Law issues, or (heaven forbid!) claims/lawsuits made by your employees, please do not hesitate to contact me. I look forward to working with you soon. "

Cory J. King
Fine, Boggs & Perkins LLP
300 Rancheros Drive, Suite 375
San Marcos, CA 92069
(760) 891-1240 Office
(760) 891-1241 Fax
(760) 532-3707 Mobile.



ALLDATA Presentation

Alex Torres gave a presentation on ALLDATA to the membership. Recall that the UASG purchased an annual subscription to this service that allows the membership to get diagrams and disassembly/reassembly instructions for most all makes and models of cars and trucks. For example, if you are wrapping a Toyota Prius and want to remove the door handles, you can request the step-by-step instructions from ALLDATA. To request this information, send an email to kip@gkipland.com and you will receive an email containing a pdf with the instructions. Please plan ahead with your request and allow 24 hours for a response.

Alex also informed the membership of a new mobile app which allows our members to use their mobile devices while on the installation site to resolve frustrating issues with removal and assembly of body parts. If you are interested in subscribing to this mobile application, please call or email Alex (contact information below) and be sure to mention you are with the UASG. Once you mention the UASG, you will be able to purchase this service for \$30/month.

A. Alex Torres
Territory Manager Inside Sales
ALLDATA Collision
Direct 916.478.3290 :: Toll Free 800.829.8727 x3290
f: 916.478.3477 :: e: ancelmo.torres@alldata.com





Wrap it up!

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.



Spotted at the UASG Membership Meeting: Jan Clippard.