

THE LEADING EDGE



United Application Standards Group



Note

From the President

"Coming together is a beginning. Keeping together is progress.

Working together is success." Henry Ford

From the UASG President

The UASG came together over fifteen years ago and from the very beginning, the shared foresight that was put into the structuring of our organization and its mission was veracious and continues to found our success. Since then, much of our resources have been spent in developing the structures and policies for operating the organization, sustaining its growth, adjusting and defining its direction. Now it is time to pull together and unite our members to work toward even greater success as an organization and the evolution of what our trade and businesses can achieve in the future of our industry. For some, the investment will be for the next generation of our trade and for others, it will be for the unfolding of their own success in the years to come. The UASG has been at the forefront of driving the professionalism and progress in our industry, but it will take everyone working together to raise the bar once again. My hope in 2016 is that we can start this evolution immediately through implementing exciting new training and education opportunities as well as involving more of our members in brainstorming new ways to drive value within our organization and transitioning our leadership with new faces and ideas. It is time to start envisioning the next phase of the UASG and achieving new goals and success. It will require embracing change, but, ultimately, will involve the commitment and unity of our members to work together and forge forward toward common goals.

"Do not confuse motion and progress. A rocking horse keeps moving but does not make any progress." Alfred A. Montapert

In 2016, every member needs to do something to support the UASG that you have not done in the past. For some of you, it may be stopping to just think about what value you have received from the UASG and what you can do to further help others like you experience value from their UASG membership in the future. Perhaps you could promote the UASG in a trade magazine, share success stories in our newsletter, help another member that is struggling, participate in a meeting, contact a member of the Board to share an idea, collaborate with members in your region to brainstorm, network with other members on a project . . . be accountable to do something to move the UASG forward in 2016.

I look forward to moving forward. We have some great ideas, new and uncharted for the UASG in 2016, just as we should and I look forward to implementing them. I also look forward to seeing how our members can rally themselves to be accountable and work together to contribute to the next phase of the UASG's success.



www.facebook.com/unitedapplicationstandardsgroup

Current Board of Directors

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

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



Board of Directors Election

Board of Directors Election Results

Congratulations to both John Carthey and Mark Trumbull for being elected to serve a three-year term on the UASG Board of Directors.

John W. Carthey

“To all the UASG Members, thank you for the honor to serve each of you as a board member of the UASG for the next three years. If I can help you in any way please do not hesitate to get in touch with me anytime day, night or weekends. If you know of any installation company or individual you would like me to contact to start the process to become a member of the UASG, please let me or any of the Dedicated Board Members know. Let us all dedicate 2016 to working together even closer, because we are the leaders of our industry.”

Mark Trumbull

“I am honored to be elected to the UASG Board and I look forward to serving the organization. Since 2005, my company has worked with customers from across the U.S and a few internationally. As professional installers, UASG members enjoy unique opportunities to engage with a full spectrum of clients including corporate reps and brand experts, creative types and project managers, and the local business owners who just purchased their very first wrap. We challenge ourselves, our employees, and our industry to do our very best work because we are experts, customers rely on our quality, and our standards of performance continue to set the bar.

Great installers are students of their craft and UASG members embody continuing education. As film technologies evolve and new materials are introduced, we provide the testing and critical feedback that helps manufacturers develop the products that better serve the marketplace while making application of complex graphics more accessible. We also invest in ongoing training for our staff to ensure their skill sets adapt and remain relevant to changing dynamics.

Together, we are the UASG and I look forward to serving our members.”





United Application Standards Group



**SPOTLIGHT
MEMBER**

AZPRO

Chris Prenovost

Avondale, Arizona

azpro is located in Avondale, Arizona and occupies a 30,000 sq. ft. facility that employs a staff of approximately 80. The shop primarily executes vehicle graphics, POP, and retail signage, while offering a plethora of services ranging from installation, production, design and much more.

In the fall of 2015, azpro was tasked to wrap a fleet of vehicles for Channel 12 News, the local NBC affiliate. We were given 2 months to remove the vinyl that had been baking in the hot desert sun on these vehicles for 10+ years, print and install the wraps for 6 vans, 6 Explorers, 1 Skylink, 1 Trailblazer and 1 box truck. We were definitely up for the challenge! We printed the wraps on our HP Latex 3000 printers, using 3M IJ180Cv3 with 8518 laminate. Some of the vehicles took upwards of 30 man-hours to remove and prep for installation. After the fun part was over, our installation team knocked out the wraps with ease.

Chad Bricks, the Exec. Producer of Visuals and Multi-media gave us some great feedback after the project was completed. "azpro added a personal touch and connection to their work where you felt like they were on your team as opposed to a generic art firm who may have completed the job but not delivered the message in the eye-catching way their artist and craftsman did. azpro never left our side or had a lapse in personal contact. From our first meeting to job completion, it felt like we were truly on the same team striving to deliver a message that helped complete our company's brand." It's that very feedback that continues to drive us to be the very best in this industry for not only our clients but for our team.

At azpro, we believe in upholding the highest company standards, while providing a quality product and have a team of professionals to support our company values. We look forward to building our relationships with new and existing clients this 2016 year. The opportunity to bring forward fresh thoughts, ideas and concepts to our clients' marketing plans and see the difference we can create is priceless.

Our mission at azpro is to build solid, long-lasting relationships. When others stop, we continue to press forward, delivering unsurpassed customer service, effective designs, high-quality prints and top-notch installations.

3M Certified
Graphics Installation Company



United Application Standards Group

**SPOTLIGHT
MEMBER**

Image Graphics 2000 of Miami Wade Davis Pompano Beach, FL

I'm not big on writing articles about myself or my company, IGX 2000. And I am especially not the type to boast of the things that I have created or accomplished. Recently, however, I was asked to write an article about any unique projects that might be of interest to the members. So here it is.

In brief, I began applying graphics to various surfaces 30 years ago. And like many of us "old timers," I started by cutting my teeth with the Scotchcal Permanent Adhesive products. As you may recall, this line was not re-positionable or an air egress type product and difficult to work with. So, talk about challenging installations. With the advent of the Controltac and the Comply product line, led to a huge improvement and made installations much easier. It made it so that we were able to use our experience and apply our techniques to fleet graphics and full vehicle wraps more effectively. In time, we started wrapping busses, trains, planes and boats. You name it we did it! Essentially, we were known as one of the industry leaders and pioneers of the wrap business. Our firsts included, the first digital bus wrap that we did in 1993 for the NY Yankees. We also did the first reflective van wrap in 1994 for the owner's wife of the Florida Panthers hockey team and the first cruise ship wrap in 1997 for the St. Tropez Casino. I am not sure if we were the first to wrap a train and plane but we handled wraps for the tri-rail public transportation program and numerous planes dating back to the late '90s.

This leads me to the main part of this article. Last year, IGX 2000 was approached by Seattle based SuperGraphics to wrap one of Boeing's assembly buildings at the Kennedy Space Center. In particular, the building that was originally used to build the space shuttle was being renovated and was going to be used to redesign and build the latest space capsule, the new capsule that was going to be used to shuttle the astronauts to and from the international space station.

The building itself was 90 feet tall by 180 feet wide. The exterior was clad with corrugated metal panels that had a unique 4 inch wide by 4 inch deep vertical corrugations, making this another first! Because of the depth of the corrugations, we worked closely with the graphics company to ensure that they adjusted each horizontal panel by 4 feet to accommodate the shrinkage as the result of the corrugations.



3M Certified
Graphics Installation Company



United Application Standards Group

**SPOTLIGHT
MEMBER**

Image Graphics 2000 of Miami

Wade Davis

Pompano Beach, FL

(Continued)

There were numerous challenges on this project right from the get-go. The first challenge we encountered was to ensure that the surface was clean and dirt free for the installation; talk about a huge undertaking in itself. We ended up power-washing the cladding from top to bottom from a 120 foot boom. The grime was so thick, it appeared as the building had never been cleaned from its inception.

The next major challenge was to install the graphics to accommodate screw heads that were over a 1/2" in diameter throughout each cladding panel. Even more so, was wrapping around the ground straps that ran the height of the building to every metal object that was sticking out more than 1" from the ground.

The real fun didn't begin until we had to install the 340 – 54" wide graphic panels of 3M IJ180 CV3 with 8515 overlam in 21 days. We figured that this would be a piece of cake for our 8 man crew to install the 16,000 square feet of graphics in that time frame. However, working in the lightning capital of the world 80 feet off the ground in a bucket, pulling the backer off of the material, generating all kinds of static in often-times blustery winds and dodging the fronts that are constantly moving in and out, leads one to question their sanity. The number of times I said to myself that we aren't getting paid enough for this installation and am I going to ever see my family again was laughable.

Needles to say, we overcame the challenges and completed the job on the morning of the inaugural launch of the new facility. The ribbon cutting ceremony that afternoon was attended by the several dignitaries including several Congressmen, Senators and the Governor of the State of Florida.

I'm not sure, but it is likely that this is some kind of world record install on a corrugated metal building. The install itself was photographed using time-lapsed photography by NASA and can be viewed on You Tube.

Search "Boeing Building Wrap"



3M Certified
Graphics Installation Company



United Application Standards Group

New Members (Fourth Quarter 2015)



Creative Edge Design

Matthew (Bryan) Shelton, Owner

4026 Wards Road
Altavista VA 245417
creativeedgedesign@gmail.com

Tested Installer:
Matthew (Bryan) Shelton

As a new business opening in 2009, CEDI has become one of Central VA's leading creators in vinyl advertising for business and pleasure. We strive to create the most eye-catching, effective vehicle wraps that will flaunt your business wherever you go, whether your vehicle is moving or parked.



Graphic Innovations
GIWRAPS.COM

Graphic Innovations

Jim Larkin, President

380 Jefferson Blvd.
Unit C
Warwick RI 02886
jlarkin@graphin.com

Tested Installer:
Joe Larkin



Graphic Innovations began in 1996 as an alternative vendor to corporate graphics buyers, designers and marketing professionals throughout southern New England who sought high quality color reproduction at reasonable prices. With a consistent focus on quality and customer service, Graphic Innovations has become one of New England's most reliable resources for digital output and installation services for large corporations to small businesses.

2016 3M Training and Testing Dates

3M News

3M Offers Advanced Installer Training Class

- Quarterly training (UASG applicants and existing members only)
- Discounted rates: \$1,200.00 (regularly \$1,500.00)

Fee for the 3M Advanced Installer Training class is payable directly to 3M. Contact Sharon Paxton (sharonp@uasg.org) to obtain the necessary Application form that must be submitted to 3M and address for payment. Payment must be made at least 28 days prior to the commencement of the training class.

Monday – Wednesday	February 22-24
Monday – Wednesday	April 25-27
Monday – Wednesday	August 15-17
Monday – Wednesday	October 24-26

If testing is desired upon the completion of training, it will follow on the Thursday and Friday following the training dates. A \$500.00 fee is required to be paid to the UASG if testing is for a replacement or additional installer. Payment needs to be made at least two weeks prior to the testing date.

2016 Testing Dates:

- February 25th and 26th
- April 28th and 29th
- August 4th and 5th
- October 27th and 28th



CORNER



3M's Newest Products

Wrap Film Products

- 3M™ Wrap Film Series 1080
- New smaller non-visible Comply™ pattern
- 8 new colors including Sparkles
- New colors coming out in 2016

Envision Wrap Films and Laminates

- 3M™ Envision™ Print Wrap Film SV480Cv3
- Designed for solvent/eco-solvent and UV printers (along with LX480Cv3 for Latex and UV printers)
- 3M™ Envision™ Luster Wrap Overlamine 8549L
- The market's ONLY non-PVC luster wrap overlamine (along with 8548G Gloss)

3M Commercial Solutions Mobile (COSMO) App for Android Released

Companies all over the world rely on 3M Commercial Solution products to help maintain their competitive edge and drive their success. Now, you can quickly access a wide range of informative videos and literature pieces of 3M's leading commercial graphics products. The 3M Commercial Solutions MOBILE (COSMO) App gives you instant access to 3M Commercial Solution Graphics and Architectural Markets products information.

- Quickly access and view 3M products and how-to videos
- Download and save content to your device so you can view it later without internet access
- Easily share multiple pieces of literature and/or videos to numerous email addresses at one time

Now for Android users, go to play.google.com and search for the 3M COSMO application.

You will also find 3M COSMO at the Apple App Store.



3M's Annual Acknowledgement

As 3M Certified companies, you need to complete the following items:

- Read and acknowledge the Annual Acknowledgment Agreement
- Watch training video and answer questions
- Last year - Low-VOC paint wall applications

Watch for an e-mail in late January or early February prompting you to complete these activities in order to fulfill 3M's Annual Acknowledgement Agreement.



United Application Standards Group

“An informed decision is a good decision”

UASG and Carolina Profiles, Inc. have teamed up to provide UASG members a state of the art pre-employment assessment for new hire as well as for coaching existing installers. In June 2015, Gallup published, “82% of the time, organizations fail to choose the candidate with the right talent for the job”. Choosing the candidate with the right fit can result in two and a half times higher productivity and will turnover at a fifty percent reduced rate when compared to those who were not the right fit. The assessment tool selected to build the custom model for UASG was the PXT Select Assessment published by Wiley Publishing. This tool is the State of the Art pre-employment assessment tool designed to put the right person in the right job. The tool provides behavioral interview questions and coaching comments to aid in the selection process. The assessment scored a reliability of 87% and a predictive validity of 0.94 at 70% job match or better. This means more effective hiring in order to reduce turnover and increase productivity. The assessment should form a solid 1/3 of the decision making process. While the assessment can be used for any position, UASG has paid for the custom creation of the Installer position Job Fit Model.

To order an assessment for a new candidate, email their name, email address, and position to: info@carolinaprofiles.com. For Installers, your cost is only \$75.00 per candidate. For other positions the cost is \$150.00 per candidate. Reports will be emailed directly to you and consultation is free, simply call 828.295.0091.

**Carolina Profiles will conduct a Live webinar on
February 8th at 4:00pm EST
as well as on February 9th at 9:00am EST.**

Decrease turnover, increase productivity = Win-Win

“An informed decision is a good decision”

SIMPLE. HUMAN. SMART.



CAROLINA PROFILES



United Application Standards Group

IT'S RENEWAL TIME!

In January 2016, you received your UASG dues invoice for your company's membership renewal.

PLEASE BE SURE TO LOG-ON TO THE WEBSITE AND COMPLETE THE RENEWAL FORM.

This is required whether you are paying via credit card or by check. Any questions regarding your log-on information, please contact Sharon Paxton at sharonp@uasg.org or 714/329-6156.



New this year - \$100.00 Tool Credit!

Receive a credit for \$100.00 that can be used to purchase installation tools and other promotional items found on the UASG website. All you have to do to get this credit is complete the following steps:

1. Complete the renewal form online at www.uasg.org;

AND

2. Pay your annual dues in full by February 15, 2016

Credit memos will be processed in late February.

Website Update

We are making good progress with the overhaul of our current UASG website.

Here's a quick FAQ regarding the upcoming changes:

Why are the changes being made?

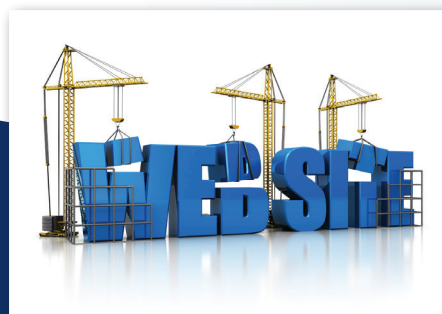
- No. 1 - The UASG website has essentially been unchanged for 10 years. Because the coding is so outdated, it's in desperate need of an update. We have spent significant amount of time rebuilding and updating the back-end and structure of the site.
- No. 2 - We are moving things around so that they are easier to identify and locate. Our number one priority was emphasizing "Locate an Installer" and it will be prominently featured on the front page.
- No. 3 - The search process for locating an installer will be refined over the next 12 months so we can offer our customers a powerful tool that will help them locate the perfect 3M Certified Graphics Installation Company(s) to handle their installation and removal needs.
- No. 4 - Mobile platform! When the site was launched around 10 years ago, there was not much content being delivered to a smart phone or tablet. Now, over 50% of people that are online are doing so from their mobile devices! The old configuration (content and front page) was never designed for mobile and didn't play nicely with it all the time. The new site should be able to recognize mobile devices and in turn, display the information you and our customers want in a mobile friendly format.

What will the changes mean for UASG members?

- For starters, our members should, with ease, be able to go to the website and order tools, find and download forms, locate members and contact information, make payments and post in a members-only forum. Potential customers should be able to quickly locate 3M Certified Installation Companies to handle their specific installation needs.

What does this mean going forward?

- Yes, there will be some bugs. The new site will run in the background for a couple of months in order to weed out as many bugs as possible. But with any major technological change/upgrade bugs, glitches and unforeseen setbacks are inevitable. We will work as quickly as possible to get through these problems, so please be patient.
- No, what you see when the site is first rolled out will not be the final product. We want to get the website up and running and then start the process of evaluating the look and feel of the site when it is used daily by our members and customers. We expect the site will go through numerous upgrades and updates throughout the rest of the year, especially in response to the comments, suggestions and criticisms of our membership. It's all good and we look forward to the comments so let us have them when you can!



When will the site go live?

- If all goes as planned, we will roll out the new site this coming Spring 2016