

THE LEADING EDGE



United Application Standards Group



Note From the President

Come One, Come All

From the UASG President

The UASG continues to see steady growth in membership and opportunities for our members in the industry.

This year the UASG Fall General Meeting for all members will be held in conjunction with SEMA in Las Vegas, NV. The meeting will be for a full day on Thursday, 11/6 at the Downtown Grand. The meeting will be followed by a social at the Mob Bar in the same hotel.

Recently, one of our members responded to an email announcing the plans for the upcoming 2014 membership meeting by stating: "I have never attended one of the meetings, what may I benefit from attending?"

I thought I would share my response with all of our members, as perhaps there are others that have the same question.

My response:

"I am glad you asked, and that is a good question. I personally find the networking to be the biggest advantage for me and my company. This is an opportunity for me to meet face to face with other installers that we work with regularly on projects nationwide, all in one place. I get valuable feedback from those in attendance, and we discuss future opportunities for collaboration on business together. My participation often leads to multiple new projects that tend to offset my cost and time for going. The networking affords an opportunity to caution each other of projects or clients that are not good business, and this can save my company the lost money and frustration knowing ahead the past poor experiences of my peers. I gain from the information 3M

shares, as this is an opportunity to collectively discuss with 3M representatives our concerns, questions, and needs in the industry. The UASG is a unique group of business owners with well-established companies, so meeting with them affords me a unique opportunity to discuss solutions for business operations that are working and brainstorm regarding issues on which we are challenged to find solutions.

I have often said that when I go to Thanksgiving with my family or one of my kid's teacher conferences - no one really understands what we do for a living. The UASG meeting is the one time each year that everyone I am with understands what I do and gets it. Thus, it is a great opportunity to get answers and solutions with my peers that understand all the variables.

There are always lively discussions and special speakers that help us be better at what we do and how we do it - the new topics and information sharing always provokes me to rethink or improve something within our company.

Last but not least: The UASG needs your support. The resources that all of our affiliates provide, and the success of the organization and its ability to negotiate on behalf of the installers in the industry depend on the members' support."

I seem to have convinced this member to attend, and if you still are not sure or have questions - please email me and I will be glad to discuss with you.

The SEMA show dates are 11/4 through 11/7.

For information regarding hotel reservations, badges, and meeting agenda - please check the UASG 2014 Membership Meeting Link regularly.



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 Stavreiff	3M Representative
Steve Reininger	Co-Chairman, Ethics Committee
Chris Prenovost	
Greg Ford	

Other

Kip Johnson	Administrator, Treasurer
Jan Hillhouse	Secretary

Contact Info:

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



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Tools

Did you know that you can purchase all types of installation tools from the UASG website at a really great price? Just login to the website and access the order form. You will receive a confirming email or phone call within 24 hours of placing your order and most orders ship within one day via UPS ground service unless you request expedited shipping.



3M Certified
Graphics Installation Company

CPA-1	Power Grip Applicator for Comply™ Films (carton of 5)
CPA-2	Power Grip Rapid Roller Applicator
CMP-1	Power Grip Magic Pad Rivet Applicator
RBA-3	Power Grip Rivet Brush Applicator
MPP-1	Power Grip Multi-Pin Air Release Tool
MPP-2	Replacement points for MPP-1 (box of 50)
RBA-1	Rivet Brush Applicator
391X	Air Release Tool
392X	Replacement Point for Air Release Tool
AIRW	Wooden Handle Air Release Tool
SA-1	Low Friction Sleeve (100 per pkg)
PA-1	Gold Squeegee (carton of 25)
8914ET	Edge Tape, 1/2" x 50 yds.
3950	Edge Sealer, 8 oz can
94	Primer, 8 oz can
94AMP	Primer, ampule, 50 count
983-32	Conspicuity stripe, 11"/7" pattern, 2"x50yd roll
983-326	Conspicuity stripe, 6"/6" pattern, 2"x 50 yd. roll
X7747	Window Film Trimmer
G7747	Eilerguide for X7747
B7747	Replacement Blades for X7747 (box of 5)
OLFA	Window Film Trimmer
GF1001	Rolle Pro
GF1001 R	Replacement Roller for Rolle Pro GF1001
TSG	Heat Protective Gloves - Universal
TSA-1	Textured Surface Roller
TSA-1R	Replacement Roller for TSA-1
TSA-2	Mortar Joint Roller
TSA-3	Edge Roller
VCAT-2	Vehicle Channel Applicator Tool
Roller L	Deep Channel Application Tool
Roller S	Deep Channel Application Tool \$68.00
Decal 1	4" x 4" UASG Member decal, sold individually (see photo)
Decal 2	4" x 4" 3M Certified Graphics Installation Company decal, sold individually (see photo)
TSA-4	Two Handled Roller
TSA-4R	Replacement Roller for TSA-4
TSA Kit	Includes TSA-1, TSA-2, TSA-3, Heat gun, gloves & case
94 GAL	Primer 94, gallon size. Must order 4 gallons at a time



United Application Standards Group

Hilton – Command Center for the UASG at SEMA

We have negotiated a special hotel rate for all UASG members for this year's upcoming SEMA Show in Las Vegas. We have selected the Hilton Grand Vacation Suites on the Las Vegas Strip at 2650 Las Vegas Boulevard South. Members will book their rooms via a website link that has been created exclusively for the UASG. Please click on this link to book your room (or copy and paste in your browser):

<http://www.hilton.com/en/hi/groups/personalized/L/LASVSGV-USGB14-20141104/index.jhtml>

Or, call 1-800-HILTONS (1-800-445-8667) and tell the agent that you are with the UASG arriving in November at the Hilton Grand Vacations on the Las Vegas Strip. Once you access the site, you will have two room options to pick from. Please see below for a description of each room.

1 King Studio Room - \$165/night:

Studios offers a 27-inch TV, DVD player, MP3 radio, complimentary WiFi, in room safe, wet bar, small refrigerator, microwave, coffeemaker, toaster, dishes and utensils. Sleeps two.

1 King Bedroom Suite - \$195/night:

Enjoy 723 sq. ft. one bedroom king-sized suite featuring a full kitchen with a full-sized refrigerator, microwave, dishwasher, oven/stove, toaster, coffeemaker, utensils and a dining table. A separate living area has a queen-sized sofa bed, 32-inch TV and DVD player. Master bathroom has a large soaking tub. Suite includes complimentary WiFi and MP3 radio. Sleeps four.

Guests staying at the Hilton Grand Vacations have easy access to the Deuce on the Strip, double decker buses that operate 24 hours a day on the Strip and are the least expensive way to travel on the Strip. Also opening in September 2014 is the Las Vegas SLS Hotel & Casino (where the

Sahara Hotel & Casino was) with a wide array of restaurants, bars and gaming across the street from our strip location.

The DEUCE Double Decker bus operates up and down the strip and is very easy to get around. And the SLS opens in August so plenty of great restaurants and gaming if anyone is interested. Monorail across the street.

NOTE: Please reference the map at the end of the newsletter that shows the Hilton location.



Hilton
HOTELS & RESORTS



Annual Meeting

We are pleased to host our annual meeting at the Downtown Grand Las Vegas on Thursday, November 6, 2014 from 9:00 to 3:00. We will have a light continental breakfast.



A social will be hosted by Trim USA from 3:30 to 5:00 at the Mob Bar in the Downtown Grand Las Vegas.

Hilton Grand Vacations

THREE GREAT WAYS TO STAY IN LAS VEGAS

Hilton Grand Vacations Club on the Las Vegas Strip
2650 Las Vegas Blvd South
Las Vegas, Nevada 89109

Hilton Grand Vacations Club - Center Strip
455 Koval Ave.
Las Vegas, Nevada 89109

Elara, a Hilton Grand Vacations Club - Center Strip
80 East Harmon Ave.
Las Vegas, Nevada 89109

- Close to meeting venues, expo centers
- Suites with full kitchens, living areas
- Coffee maker, refrigerator, microwave in all rooms
- Complimentary fitness center
- Meeting space
- Non-gaming resort
- No resort fees
- Earn Hilton HHonors™ Points

SHOPPING MALL
PUBLIC GOLF COURSE

For more information, contact Shelley Thrower at 702-946-9204 or strower@hgv.com



On The Web:
www.uasg.org



United Application Standards Group

SPOTLIGHT MEMBER

Lloyd Paxton, WORLDWIDE INSTALLATIONS

I started installing graphics in 1969 when this industry was in its infancy. I have obviously seen many changes and innovations over the years.

I feel privileged to be a “founding father” of the UASG and am proud of the organization’s coming of age and the foothold it has on the industry.

I started my own business in 1975 and it has changed forms many times over the past 39 years, from starting out as being a one-man show to having numerous employees and a very large crew, to now, with it back at the one-man show stage (with my trusty assistant, my wife, Sharon, by my side).

I have worked on many interesting and large well known projects from the 1984 Olympics held in Los Angeles to numerous installations for national companies such ARCO, AT&T and Disneyland.

One of my newer customers has immersed me in the rough texture application field, having completed more than 75 installations at high schools throughout southern California on the outside of school buildings (brick, concrete and stucco – see photos following).

I thoroughly enjoy my work and hope to be out there “sticking stickers” for many years to come.

3M Certified
Graphics Installation Company



SPOTLIGHT MEMBER

Sir Graphic



Tennessee Titan, Michael Roos and his wife, Katherine Roos in 2005, established the Michael Roos Foundation. This Foundation was created to offer encouragement, comfort, and support to children enduring profound emotional, physical, mental, or financial distress and provide opportunities for enhancing overall wellness, stability, and quality of life.

Since 2009, the Michael Roos Foundation Fish & Chip Celebrity Weekend has welcomed more than 65 NFL players and legends from across the country each year to the beautiful Inland Northwest. The Fish

and Chip tournament benefits the Michael Roos Foundation, as well as the Boys & Girls Clubs of Spokane County, and other children’s organizations.

When The ODOM Corporation, the regional beer distributor, asked us to partner with them and Designer Decal, to install sponsor logos as well as the Michael Roos Foundation logos, we gladly accepted. Over the years, the small installation has grown into not only installing logos, but also wrapping the sides of 26 bass boats with 3m180cv3 with 8519 over laminate each year.

Regional Pro Bass fishermen own the boats, and most of them arrive just two days before the event, which doesn’t leave much time to remove the existing graphics, and install the new; the pressure is on! Most of the Bass Pros like the wraps so much they leave them on all year.

In return for donating our time to this great foundation, we get the opportunity to golf and fish with the athletes that truly enjoy giving their time to this charity.

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Graphics Installation Company





United Application Standards Group

SPOTLIGHT MEMBER

Decal Applicators, LLC

Decal Applicators, LLC is located in the San Francisco Bay Area of northern California (they also offer installation in Hawaii). The business started in 1980 under the ownership of James Frank, and then sold to Greg and Jeannette Ford in 1990. The company's services include pressure-sensitive vinyl application to vehicles, fleet and architectural surfaces, along with removals and surveys, all through the dedicated efforts of a team of installers and administrative staff.

Featured here are two yearly projects that attract a great deal of attention from the media, retail and corporate sectors: **Oracle World Convention** each Fall which typically involves wrapping 6 full buses and then 30 buses with vinyl banners and rears over a 3 day period and the **Macy's Annual Flower Show** in the Spring that includes a 170' aisle runner, column wraps and wall graphics. Intensive installation time and thousands of square feet of graphics result in a dynamic impression for these high profile clients.

Several years ago the Company started an in-house "Decal Dialogue" Newsletter to improve communication among the team and to discuss the installation trade's tricks and safety tips. It has also become a place to recognize employee events, hobbies and accomplishments. Best of all, the Newsletters become a permanent record of the yearly growth of the Company...and everyone likes to see their name or face in print.

Decal Applicators appreciates the U.A.S.G. and the support of the Membership. These are exciting times to be a part of such an outstanding organization! They look forward to seeing the rest of the members at SEMA in Vegas later this year.



3M Certified
Graphics Installation Company



United Application Standards Group

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



Advertising Systems, Inc.

Advertising Systems, Inc. (ASI) is a full service hybrid advertising/production company. Services include: complete graphic design, full service in-house printing capabilities and a team of certified installers. In our more than 26 years of business, we have developed long term relationships with many companies who value and respect us as one of the leaders in the industry.



Zale Graphic

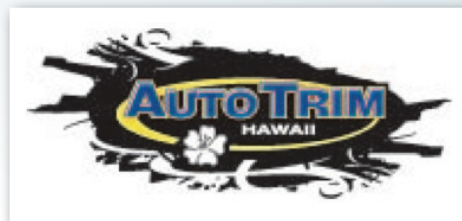
Zale Graphic is located in Monterrey, Mexico, having 9 years of experience in the field delivering top quality graphic solutions and having customer service and satisfaction as our top priority. We are very proud to be the first UASG member and 3M Certified Graphics Installation Company in Mexico.



Graphic Installations, Inc.

Graphic Installations, Inc. is a removal and installation company, offering site survey services as well. Specializing in the retail and events market, our team provides the highest level of professionalism & service. Quality is our business. From wraps to retail we've got it covered...

- Fleet Wraps
- Color Change Wraps
- Retail Rollout Service
- Window Displays
- Commercial Graphics
- Privacy & Architectural Films
- Corporate Wallpaper
- 3D Signage & Fixture Installation
- Barricade Wraps
- Textured Surface Application
- Fabric Frames
- Trade Shows & Events



Auto Trim Hawaii

"Auto Trim Hawaii is a one stop shop for vehicle restyling, window tinting, graphics and wraps. We have an in-house design, production, and installation crew that can travel to the outer islands for projects. Many of the largest print companies in the states trust us with their corporate fleet graphics installations."



Cranky Creative Group

Cranky Creative Group is a multi-faceted team of real people with a deep understanding of cutting edge, non-traditional advertising. We thrive on challenges and are thrilled to see a client's message infused with life on the advertising canvas. If you are looking for a group of innovative experts who genuinely want your project to succeed and generate the results you desire, then you have come to the right place.



Brand Imaging Group

Brand Imaging Group [BIG] is a custom sign company in Nashville that produces architectural signage, custom banners, retail graphics, trade show displays, vehicle wraps, and more. According to the most recent Inc 5000 list, Brand Imaging Group is the fastest growing sign company in America and the top sign company in Tennessee. And in 2014, we're celebrating 20 BIG years in business!



United Application Standards Group

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



World Class Graphics & Displays

For over 30 years, World Class Graphics & Displays has offered the most complete wide format printing and installation services in Eastern Iowa. With a focus on vehicle wraps and lettering, our facilities allow us to wrap a full size tractor & trailer inside a climate controlled facility. As the only 3M certified company in Eastern Iowa, we demonstrate our commitment to quality and coupled with exemplary customer service, we exceed our customers' expectations every day. Conveniently located near the following cities: Cedar Rapids, Marion, Iowa City, Waterloo, Dubuque, Davenport, Bettendorf, Moline, Rock Island.



SGI Graphics Installations, Inc.

SGI Graphics Installations Inc. is 3M Certified nationwide graphics Installation company. SGI Graphics is professional and fully insured. Whether doing the installation in one of our facilities, or at our customer's location, you can count on our expertise, professionalism and efficiency. We are by far THE BEST installation company.



Sticker City

Sticker City is a full service graphics company, specializing in vehicle wraps, fleet graphics, wall wraps, 3M Di-Noc, and window graphics. With over 14 years of experience in design, production and application, we have the expertise and the know-how to design the right graphics for your needs.



Mad Wraps

We design, produce and install wraps to vehicles, walls, floors and specialty items. We serve the southern Wisconsin area.



Website Overhaul

We are currently in the process of redesigning the UASG website in order to keep the site fresh, full of content and relevant to the installation community. The timeline in completing this project is 60-90 days and we will cover the website extensively at the annual meeting in November.

In the meantime, 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.



Tested Installers

Every UASG member is required to have at least one tested installer on staff and that installer must work primarily in the installation department on a daily basis. If the tested installer has left the company's employ or has been promoted to other departments within the company and installation is no longer considered his or her primary job, then the company will need to send another installer to St. Paul for testing. Please contact Sharon Paxton at sharonp@uasg.org to make arrangements for testing.

2014 Certification Testing Dates

The testing dates for new members or additional installers have been set for 2014.

July 21-22

October 20-21



United Application Standards Group



From Mike Stavreffe:

"First, I want to give a big "thank you" to those companies that responded so quickly by signing and sending in the 3M annual acknowledgement letter. It is worth noting that over 80% of the returned agreements that I received by mail used American flag stamps. No doubt, your companies are the heart of America, and your entrepreneurship keeps this country growing."

"I have also received very positive feedback on the video link sent out to UASG members earlier this year. The short video showed the right and wrong way to install textured films such as 3M (tm) Wrap Film Series 1080 carbon fiber and brushed metal products. Feel free to send me emails on what future training videos you would like to see. In the meantime, check out some other videos on the 3M website at:

http://solutions.3m.com/wps/portal/3M/en_US/Graphics/3Mgraphics/ToolsAndSupport/Videos/

"Here are some new 3M product announcements that I would like to share. Feel free to contact me or your 3M sales representative for more information."



New Low Energy Surface Solution:

3M™ Scotchcal™ High Tack Graphic Film IJ39 is a high tack product designed for short-term promotional applications such as motocross bikes, powder coated paints and low-surface energy plastics including polyethylene and polypropylene. Film IJ39 has a 5 year expected performance life and is engineered for UV, solvent and latex inkjet printing, as well as screen printing. Consider using this with 3M™ Scotchcal™ Gloss Overlaminate 8512G for more abrasion resistance. (Tammi Johnson, 3M Business Development Manager)



New Perforated Film:

3M™ Scotchcal™ Perforated Window Film IJ67 is a perforated, removable product designed for short-term promotional first-surface window applications. Film IJ67 offers a 40 percent die-perforated pattern that allows

a full image to be seen on the outside of a window while allowing viewing through retail and non-regulated vehicle windows from the inside. This product is engineered for UV, solvent and latex digital printing and comes with a polycoated paper release liner that is backed with a continuous paper layer. (Tammi Johnson, 3M Business Development Manager)





Graphic Films meet Low-VOC Paints: Read This Before You Wrap Another Wall!

This is really a good article to emphasize to the members to read, as it will affect everyone. These new paints make it almost impossible to install graphics. You need to clean with alcohol and we even prime the edges.



With the arrival of low-VOC paint, it's become even more important to do surface prepping and film adhesion testing before applying a graphic. Skipping these steps could result in a graphic that fails to adhere properly.

It's the biggest challenge many installers are facing today: Graphic films are not adhering to painted surfaces as reliably as they once did. What's going on? Did film manufacturers change their adhesives? No! It's all about the paint. We'll tell you more about this problem and offer you a simple, effective way to help make sure your wall installations are successful.

Paints that are low in Volatile Organic Compounds (VOCs) are now the most commonly available wall paint. These newer paint formulations are being driven by laws intended to help protect the environment – something we can all appreciate. However, the new paint formulations have reduced how well a film's adhesive can adhere to a painted wall. Because the paint formulations are protected by trade secrets, it is difficult for

any film manufacturer to understand how film adhesives interact with these paints. That's why 3M has devoted many resources to learning the cause of this problem and how to resolve it.

"Graphics not adhering to walls is a very real problem for installers, no matter what film they are using," said Joe Walton, 3M advanced technical service engineer. "We have received videos from installers showing film peeling right off the wall. We've seen photos of films installed one day and they are lying on the floor the next morning."

Film Adhesion Testing and Wall Prep – It's No Longer Optional

The new low-VOC paints vary so much that one film may adhere satisfactorily to one paint, but very poorly to another. The way a graphics manufacturer and installer can be assured of a successful installation is by using the right advanced wall cleaning method and film adhesion testing before installing the finished graphics. A graphic installation failure can be costly for your business and your reputation, so rather than risk it, build time into your job estimate for wall prepping and testing.

"I've had a lot of calls about major film failures where the installer doesn't know what paint is on the wall, and they didn't do an adhesion test," said Walton. "Installers and graphics manufacturers must test film adhesion on every job. There is no other reliable option."

Testing is simple. Just clean an area on the wall using the 3M™ Enhanced Adhesion Cleaning Method (see the "Ask the Expert" column in this newsletter for specific details on this method). Apply samples of the film you intend to use to the surface. Wait 15 minutes and then measure its adhesion value as you pull down on the film. (Researchers at 3M have found that cleaning the wall TWICE with a mixture of 70 percent isopropyl alcohol (IPA) and 30 percent water can significantly boost

adhesion for nearly any wall film applied to a painted substrate.)

"Every application surface must be considered contaminated and be cleaned before testing adhesion or installing the job. Isopropyl alcohol is readily available everywhere in the U.S.," said Walton. "Cleaning with it is easy, fast and economical, and proper substrate preparation makes all the difference to the success of an installation. Many installers take the time to thoroughly clean a vehicle to be sure they have a great installation. It's just as important for walls."

Still Not Enough Adhesion? You've got options!

On rare occasions, even the double washing specified in the 3M™ Enhanced Adhesion Cleaning Method doesn't increase the film adhesion to the level you desire. The solution may be as simple as washing the wall just one more time with the IPA and water solution.

Here's another option. Consider applying a high-tack film, such as the new **3M™ Scotchcal™ High Tack Graphic Film IJ39**, to the substrate (previewed earlier in this newsletter). The aggressive adhesive on this film provides a permanent new surface on the substrate, and allows you to easily apply any smooth wall film, and even change out graphics, if required.

With the rapidly changing formulations of paints, there is no single film or adhesive from any film manufacturer that works best on all painted surfaces. However, by establishing the best practice of testing every film you plan to use for a job, on every wall that will receive graphics, and using the 3M™ Enhanced Adhesion Cleaning Method both for the test and for the actual job installation, installers can have confidence in the performance of the graphics they install. Again, be sure to read the Ask the Expert column for specific instructions on how to test and prep walls.



United Application Standards Group

Knifeless Tape Workshop

Trim USA recently hosted a Knifeless Tape Workshop at their facility in Tobaccoville, NC. Chris Bowen, owner of Trim USA, invited 10 customers to attend this event and the goal was to learn more about knifeless tape and wrap his Ford Transit Connect without using a knife. Jeremy Conner led a comprehensive review of using Knifeless tape on several different applications. Most found it interesting that the tape can be used

in so many ways other than its intended purpose. Don't be afraid to get creative with the many types of knifeless tape versions available, whether it the Design Line, Bridge Line or Tri Line Tape product. For example, the Bridge Line product is used primarily for the seams in the doors and hoods, but you can get creative and use the tape to make pinstripes and other cool striping patterns by using the width of the tape and running Design Line next to it.

Tip: When you cut Knifeless tape off of the roll, fold it over so you can find the end of the roll the next time you use it. It took one of the attendees 5 minutes to find the end of the tape! Also, leave plenty of tape exposed on each end of the graphic so you have firm control of the line. If it works out that you don't have enough line to adequately pull it, grab some scrap vinyl and ball it up with the line to give you something to pull on forcibly.

