

THE LEADING EDGE



United Application Standards Group



Letter

From the President

2016 is well underway and so is the UASG Board of Directors. The UASG Board met this past April and we addressed organizational housekeeping and 2016 goals.

The refreshed UASG website launched this month with many added search and member listing features as well as upgrading the application submission and tool ordering process on-line.

The UASG will be sending out monthly promotional emails to our members this year with relevant information about member hotel discounts, Fall meeting announcements, employee assessment program, new tools and t-shirts, added website features and much more.

3M and the UASG are working diligently to provide up to date information for our members regarding 3M sales representatives, co-op advertising opportunities and industry-wide programs and events.

Lastly, the UASG will be hosting its very own industry event for our Fall meeting called CGIS. CGIS stands for Commercial Graphics Innovation Summit and will be presented by the UASG exclusively for our members and select industry guests. We intend to really drive home the value of UASG membership this event, and this will be like nothing we have ever done before. The purpose of the summit is to foster collaboration and share new ideas to grow the commercial graphics industry with input from industry leaders including the manufacturer, print providers and installers. We will be focusing on business-to-business sales growth including commercial fleet, retail, architectural

and out-of-home markets. If you want to network with industry experts and leaders, improve customer satisfaction and profits and increase productivity and efficiency – then you want to attend this meeting.

A micro-site at www.uasg.org/cgis/ has been set up to keep members informed and up to date with everything that will be happening in conjunction with this event. Most importantly at this time, please go to this site and click on FEEDBACK at the top of the home page. I want to know what topics you want to discuss and what solutions or challenges you think the industry could benefit from discussing. Submit your ideas!

There will be classes and discussion forums presented by the UASG at the hotel, exclusive member training at 3M's brand new state of the art facility, a riverboat cruise sponsored by 3M, a brewery event sponsored by Trim USA, a charity event for the Washburn Children's Center for the installation of new gymnasium graphics and the annual UASG membership meeting. Hotel information is already available and open for reservations. Motor coach transportation to and from venues will be provided. Advance reservations will be required – so promptly review information that is emailed to you and make sure to mark the dates on your calendar for 10/5 – 10/7.

Visit the site today, www.uasg.org/cgis/ and keep checking back, as announcements will be sent out regularly updating you on when to sign up for the various classes, training and networking events that are expected to take place.



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
Rick Paukert	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



United Application Standards Group

Tribute to Jim Campbell - JCGI

By John Carthey

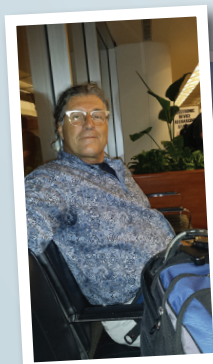
James Brown Campbell V passed away March 16, 2016 after suffering heart failure during a diving trip to the Cayman Islands. His obituary can be found on the Louisville Courier website. Jim's introduction to professional decal installations began in 1992 with his youngest brother, Rod Campbell of Elite Graphics in Phoenix AZ. Jim learned the trade from the basics of pounding rivets, then moved onto complex graphic installations. He was one of the best in this trade. There was no vinyl material Jim could not remove or install. His son, James, has worked beside him for the last 23 years and will continue the operation of their installation company, JCGI.

Jim was passionate about everything he did and will be remembered for his lively debates at the USAG meetings. Carpentry was one of his many talents (which he used to remodel his home in Louisville) as well as being an excellent Tango dancer and proficient scuba diver. Few knew that he was an outstanding cook and had developed a line of flavored sauces called "Jim's Gnarly Dude Sauce."

Above all, Jim enjoyed spending time with his family. Jim also donated time and money to a charity called Cabo Wabo. For more information see www.facebook.com/groups/cabowabo/. I met Jim in the mid-nineties and was continually amazed at his perseverance to complete a job against almost impossible odds. He was always willing to help others and I never hesitated to call upon him for assistance. He was always eager to help, even at the expense of his own time. We will miss Jim's smile, outgoing personality and excitement for life. It was an honor to know him and to work with him in this industry. He was a credit to the graphics installation profession. Jim is survived by his parents, James Brown Campbell IV and Doris, brothers Ray and Rod Campbell, son James Brown Campbell VI and wife, Bridget, and their daughter Layla, grandson, James Brown Campbell VII, and Jim's daughter, Andrea Campbell. .



Here are a couple of photos showing Jim and his brother Rod installing the first job Jim ever did in 1992. Jim is the one in the funky colored shorts.



The UASG has made a contribution to the American Heart Association in memory of Jim Campbell.





United Application Standards Group

UASG Hotel: InterContinental Saint Paul Riverfront, Saint Paul, MN

The block is open and ready to accept reservations. Please note that the booking link will automatically select the entire length of stay when displaying availability, so if the guest is only staying for a few nights, they will need to manually change the dates of stay to update the estimated charges and reservation length.

To book your hotel reservations, click on the link below or copy and paste the URL in your browser.

1. Booking Link:
[United Application Standards Group \(UASG\)](http://www.ihg.com/redirect?path=asearch&brandCode=6c&localeCode=en®ionCode=1&hotelCode=MSPSP&checkInDate=04&checkInMonthYear=092016&checkOutDate=08&checkOutMonthYear=092016&rateCode=6CBARC&_PMID=99801505&GPC=X9X)
2. Group URL: http://www.ihg.com/redirect?path=asearch&brandCode=6c&localeCode=en®ionCode=1&hotelCode=MSPSP&checkInDate=04&checkInMonthYear=092016&checkOutDate=08&checkOutMonthYear=092016&rateCode=6CBARC&_PMID=99801505&GPC=X9X

You can also contact the hotel directly:

Toll Free: 866.686.2867

Local: 651.292.1900 (Main Hotel Line
Please ask for In-House Reservations)

Group Block Name:
United Application Standards Group (USAG)

Group Code: X9X

SAVE THE DATE OCTOBER 5-7, 2016



presented by the UASG
installer training provided by 3M

Highlevel Agenda:

10/5 & 6:
UASG Classes and Forums

10/5 & 6:
3M Hands-on Installer Training

10/5, 6 & 7:
UASG, 3M, and Trim USA Evening
Socials

10/6:
UASG & Washburn Children's
Center Charity Project

10/7:
UASG General Meeting

Purpose of the Summit:

- ✓ We're exclusively inviting UASG installers and select printers to collaborate and share ideas to grow the vinyl film industry.
- ✓ Learn from industry experts and network with industry leaders
- ✓ Improve customer satisfaction and increase profits across the industry
- ✓ Increase productivity and efficiency while reducing frustration and liability



Where:

UASG Classes, Forums, & Meeting:
Intercontinental Riverfront Hotel, St. Paul, MN

3M Training: 3M Corporate Offices, St. Paul, MN

Socials: TBA

For More Details Visit: UASG.org/CGIS



USAG Welcomes New Board Member



The UASG would like to welcome Rick Paukert as a new Board Member. Rick grew up in the printing industry, working in his family's printing business in Stillwater MN. Rick went on to attend the University of Minnesota and Oxford University in England, earning a B.A. in Political Science. Rick later went on to earn an M.B.A. from the University of Houston.

Rick began his career at 3M in Customer Service and over the next twenty-four years, has gone on to hold a multitude of positions at 3M including Sales Rep, Six Sigma Black Belt and Business Development Manager. In his current Channel Marketing position, Rick is responsible for developing marketing plans and strategy for 3M's U.S. graphics business.

Rick's graphics-industry background and experience will be an asset to the UASG Board. At the last Board Meeting, Rick stated, "I'm excited about the opportunity to work with the UASG.

It's an excellent team and I look forward to contributing to their continued success."



United Application Standards Group



New Graphics
Quality Installations

**SPOTLIGHT
MEMBER**



New Graphics
Ed Bowers
Dallas, TX

My introduction to the graphics installation world was in 1976, on the side of a corrugated Kraft Foods trailer for Superior TechMark and here we are today, 40 years later. I started New Graphics, Inc. back in 1998, after working four years as a project manager for Trenmark. Had it not been for Trenmark and Mark Knoff, I most likely would have starved that first year.

New Graphics, Inc. is a proud UASG Member and considered a premier graphics installation company in the Dallas/Fort Worth area. With experience in many types of graphic installations, our team of installers is proficient in vehicle wraps, wall and barricade murals, rough surface applications and window applications, including dusted and frosted materials. We also work with pin-mounted lettering and logos, as well as standoff-mounted signage and backlit banner systems. We welcome new installation challenges and the opportunities they may bring. Our team truly enjoys what we do and the variety of applications and install sites. One example is an office building with an interior atrium, with only a skylight. The customer wanted to bring the outdoors in and asked us to apply a full coverage, floor to ceiling, view of some Autumn trees. We are currently working with Vomela to update the branding on the Skylink rail system at DFW Airport. We are also currently engaged in a project with one of our local customers wrapping shuttle buses and other vehicles at over 150 locations nationwide. New Graphics, Inc. stands behind the work we perform and believes our customer service is a big part of our success. Each of our employees understands that there is no room for compromise when it comes to customer satisfaction and the quality of our work.



3M Certified
Graphics Installation Company



United Application Standards Group

**SPOTLIGHT
MEMBER**



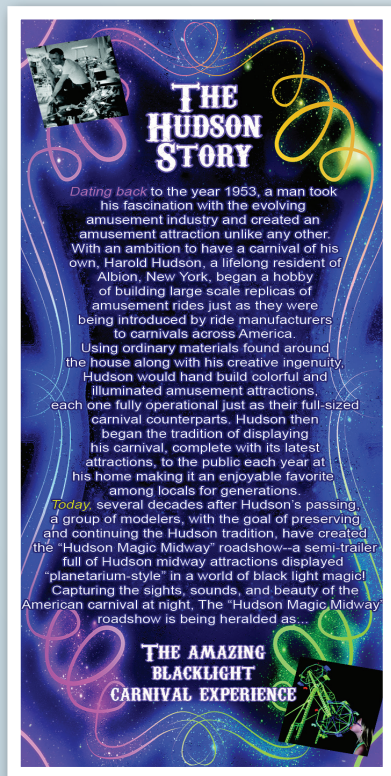
Unitech Applications
Guy Laesser
LeRoy, NY

When I first started this venture into decaling, I never thought I would have come as far as I did. I first started out decaling for a company in California and after several months, realized that this is all I wanted to do. I just figured I would work for somebody else the rest of my life. After all, I knew nothing of running a business and having not finished high school, never imagined I could run a company. Upon returning to my home in NY, I tried to find a job decaling, but found that nobody did it large scale. To make a long story short, I decided to start my own company. What started out as a dream, fueled by excitement and determination, has turned into a reality. The business is continually growing and unfolding in front of me and here we are today having landed accounts to wrap President Bush and Dick Cheney's campaign bus, trucks for the History Channel's television show called "Ice Road Truckers," NASA, buildings for the NBA All Star in New Orleans and many more. And now as they say, "I'm living the dream."

Typically in this business, it is work as usual, handling accounts and trying to be the best you can be in the industry. However, every now and then you are fortunate enough to work on such programs as mentioned above. One program in particular that we worked on, provided us with the opportunity to make someone else's dream come true.

It started with a phone call from James Pahura, who asked if we could wrap a trailer for him since he was getting the run around from other decal installers. I thought it was just another run of the mill trailer a company needed wrapped. I made arrangements with James to look at the trailer prior to quoting and while at the site, met James' partner, Charlie. As we started talking, they told me the history of what they do and their passion was evident throughout our conversation (see article entitled, The Hudson Story).

I then realized that this wrap was not just another wrap, but a part of someone's dreams coming to life, just as my dream of starting a company many years ago. We have had many high profile jobs, but to be involved with individuals that have worked their whole life to see their dream come true and to be a part of it was especially rewarding. We could see it in their eyes with every panel layed that they had finally done it . . . their dreams had been realized! To be a part of this was by far one of the most rewarding jobs we've done.



3M Certified
Graphics Installation Company



United Application Standards Group

Spectrums Installations LLC
Mike Harrison
Wichita, KS



**SPOTLIGHT
MEMBER**

When I was asked to spotlight Spectrums Installations, I have to admit, I was apprehensive at first. Based out of Wichita, Kansas "middle of nowhere," and covering states around us, we don't have the large West or East coast projects like some of you. But what we do have are customers that expect high quality service and skill, which we have excelled at for 14 years.

Spectrums Installations started out as Spectrums Graphics and Sign Inc. in 2002, a full service sign and graphics company. We became a 3M Certified Company joining the UASG in 2007. In 2010, we became Spectrums Installations, strictly an installations service provider, winning our customers with the highest quality, attention to detail and project management.

One project that comes to mind was an install of three dimensional letters, wall graphics and window etchings in a new office building. Upon arriving on-site, contractors working on the building warned us about the designers in charge. They are known to be hard to please, carrying a tape measure and level with them at all times and having issues on other projects, we started the installation. Throughout the next couple of days, I watched as they went from a very protective micro-manager, to a calm and relaxed customer who we had earned trust and confidence from. It was very rewarding. As I'm sure with all of you as well, there is no better feeling than a happy customer!

I love being in this industry; we could be wrapping a vehicle today, installing in a MLB stadium tomorrow or seeing the newest nationwide promo before it launches. With new films being introduced all the time, every day is a new challenge. Seeing growth in our industry and an opportunity to expand crews and installers, Spectrums Installations is excited for the years to come.



3M Certified
Graphics Installation Company



United Application Standards Group

New Members (First/Second Quarter 2016)



Streamline Designs Co.

Christopher Lorich, President

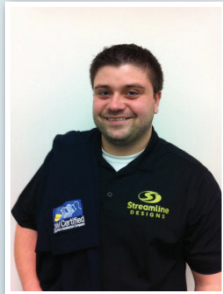
3475 Niagara Falls Boulevard
North Tonawanda NY 14120
716/255-2578

chris@streamlinedesigns.co

Streamline Designs is a family-owned business (located in Buffalo, NY) that provides vinyl graphics and vehicle wrap design and installation services to businesses of every size. Our customers get the advantage of exceptional work at fair prices, while working with a professional and creative team.



Tested Installer:
Chris Lorich



Tested Installer:
Tyler Lorich



Boston Barricade (Delaware Location)

Adam Acosta
Vice President Graphic Installation

20 Tyler Way, Suite 101
Newark, DE 19713
856-275-5074

cdanielson@bostonbarricade.com

Boston Barricade is the nation's leading provider of modular construction enclosures and graphics. Providing barricade, graphic and installation services to retailers, mall developers, contractors and more!



Tested Installer:
Tim Ersek

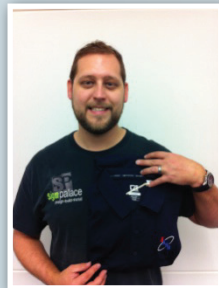


The Sign Palace

Nick Holik, Production Manager

68 North Lively Boulevard
Elk Grove Village IL 60007
847/640-1335

palace@signpalace.com



Tested Installer:
Nick Holik

Sign Palace is a full service sign company that specializes in providing custom signage solutions focused around helping our customers develop a sign package that includes eye catching vehicle graphics and exterior building signage to attract new customers, coupled with interior office, production facility and warehouse signage to increase efficiency throughout daily operations. Our team of expert designers understands how to analyze and solve our customers' problems by suggesting innovative signage solutions by incorporating a combination of digital printing, vehicle graphics, hand painted signs, interior dimensional letters, wayfinding signage and exterior illuminated signage to create one cohesive brand image and ultimately making our customers more appealing to their current and potential customers.



Cortez Visual Communications

Steve Cortez - Owner

219 South William Dillard Drive,
Bldg. 2-117
Gilbert AZ 85233
480/988-6883

steve@cortezvisual.com

Cortez Visual is a full-service design firm with an emphasis in vehicle wraps. We can design your company logo and expand it into a full branding experience, while taking care of your web design, SEO and social networks. By communicating clearly and paying attention to the little things, we've built a loyal client base ranging from small start-ups to global corporations.



Tested Installer:
Brad Cole



United Application Standards Group

New Members (First/Second Quarter 2016)



Wraps Ink, Inc.

Brent Tatum – President

11682 Highway 17 Bypass
Murrels Inlet SC 29576
843/651-6003
brent@wrapsink.com

Wraps Ink Inc. is South Carolina's leading vehicle wrap, truck wrap and trailer wrap company. Wraps Ink provides South Carolina and surrounding areas with the highest quality and best vehicle wraps. As well as being 3M Certified, Wraps Ink is the only company in South Carolina that is certified in Di-Noc installation. Wraps Ink also specializes in banners, web design, decals and signage. Wraps Ink is slowly branding South Carolina and the nation one wrap at a time.



Tested Installer:
Brent Tatum



Key Pacific

(second location for Key Sign Co.)

Jason Hickey

P.O. Box 9766
San Diego CA 92169
508/400-8992
keypacific@yahoo.com

Key Pacific is a full service, 3M Certified Graphics Installation Company. We install graphics for many large format printing firms and are located in San Diego CA. We are a sister company to Key Sign Co. of Boston MA. Key Pacific offers professional quality installations with minimum work disruption.



Tested Installer:
Jason Hickey



Action Signs and Banners, LLC

Randy Lerich - Owner

1413 Webster Avenue
Ft. Collins CO 80524
970/223-2124
randy@myactionsigns.com

Action Signs is a full-service production shop, dedicated to providing our clients with the highest quality products available at an affordable price. Our team members aren't just experts in their field, they're completely dedicated to providing clients with exactly the design and product they are looking for. Our mission is "to engage with our clients to help them achieve their vision of their brand with signage and graphics."

With the most up-to-date digital printing technology and the highest quality materials at our disposal, the team at Action Signs has established themselves as the place within northern Colorado to go for vehicle wraps, graphic kits, large-scale printing, exterior business signs, detailed stickers and more. We strive to provide head-turning, yet professional products that help your business excel. Drive Your Market!



Tested Installer:
Jared Foster



Tested Installer:
Seph Pickering

SeifertGraphicsInc.

Seifert Graphics

Jack Seifert

6133 Judd Road
Oriskany NY 13424
315/736-2744
jack@seifertgraphics.com

Seifert Graphics, Inc. offers a full line of transit graphics products including decals, plates, livery solutions, safety tapes and reflectors. SGI is the only company that solely specializes in transit graphics. Whether you're outfitting new builds or maintaining an existing fleet and you want the best combination of quality products, responsive service and unmatched expertise, choose the authority in transit graphics, Seifert.



Tested Installer:
Amy Pelkey



Tested Installer:
Sarah Barden



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 and the address for payment. Payment must be made at least 28 days prior to the commencement of the training class.

Monday – Wednesday August 1-3
Monday – Wednesday October 24-26

If testing is desired upon the completion of training, it will follow on the Thursday and Friday after 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

- August 4th and 5th
- October 27th and 28th





Introducing 3M™ Opaque Colored Graphic Film Refresh

The next generation of colored film!

3M™ Opaque Colored Graphic Film is a high performance film line that can turn any surface into a brand experience. Now with a newly refreshed line of colors, these high performance films provide durability, are easy to apply and provide a consistent color appearance.

In addition, 3M™ Controltac™ Graphic Film with Comply™ Adhesive Series 180mC brings a new, scientifically designed micro comply air release pattern for ease of application and improved pre-space adhesion.

Primary Features, Advantages and Benefits

The new color palette runs across all three lines of 3M™ Opaque Colored Graphic Films and is designed to fit your surface, budget and application.

3M™ Controltac™ Graphic Film

with Comply™ Adhesive Series 180mC (micro comply)

- In depth color research of top global brands led to this new and exciting color palette of 84 colors which should resonate with both large and small brand owners
- New, 180mC — micro comply air release pattern for:
 - Non-visible air release for a smooth graphic appearance and ease of installation
 - Excellent application tape adhesion to liner for cut letters and graphics
- Exciting new wrap films can be created by combining 3M™ Wrap Overlamine Film 8900 Series with 180mC (micro comply)
 - 11 colors available in 60» width for use with 8900 series
 - Brushed (BR-100) and Carbon Fiber (CF-100) overlaminates are available now
 - Additional 8900 series overlaminates coming soon!
- Removable adhesive

3M™ Scotchcal™ Electrocut Graphic Film Series 7725

- Synthetic liner lays flat and won't split
- Cut and weed down to 1/4"
- Permanent adhesive

3M™ Scotchcal™ Electrocut Graphic Film Series 7125

- Blue paper liner on white film helps improve speed and ease of weeding
- Cut and weed down to 3/8"
- Permanent adhesive

Product Contacts

Marketing: 180mC
Paul Amos
pdamos@mmm.com

Marketing: 7725, 7125, SC50
Jane Magnuson
jrmagnuson@mmm.com

3M

CORNER



Introducing 3M™ Controltac™ Print Film 40C-114R
Versatile. Removable. And now Clear!

3M Science.
Applied to Life.™

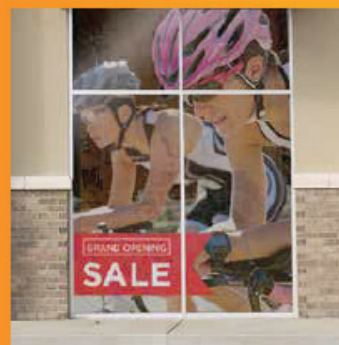
Take clear film out for a spin.

Introducing 3M™ Controltac™ Print Film 40C-114R

Versatile. Removable. And now, clear. Our new addition to the Film 40C series will get your wheels turning.

- ▶ Expand your design options with knockouts
- ▶ Vary light transmission and translucency with color gradients
- ▶ Use it on windows, walls, floors, signs, partial vehicle graphics and more
- ▶ Get slide, tack and snap-up

See the advantages at 3M.com/40C or call 1-800-328-3908.



▲ Do more with your designs using clear film.



United Application Standards Group

New! Promotional Items now offered on the new website!

The guys at Fine Lines Graphics & Films proudly sporting their Squeegee Love t-shirts! Thanks to Lori LaPorte for sending in the picture. Order your shirts now on the UASG website:

<http://uasg.org/order-promotional-items/>



IS YOUR TESTED INSTALLER STILL EMPLOYED?

If your tested installer is no longer employed by your company, please remember that it is your responsibility to notify the UASG as soon as this occurs. In order to maintain your UASG membership and 3M Certified Graphics Installation Company status, you must always have an employee who is a full-time installer on staff (not a subcontractor) who has passed testing at 3M in St. Paul MN. Should your tested installer leave your employ for any reason, you have six months in which to send another installer to test. There is a \$500.00 fee payable to the UASG for the testing. Please notify Sharon Paxton should your tested installer leave in order to make arrangements for a replacement installer to test.

E-mail: sharonp@uasg.org
or cell phone: 714/329-6156.

Message from Steve Reininger, Co-Chair / Ethics Committee

Welcome to all the new UASG members and greetings to all our current UASG members. For those of you who don't know me, my name is Steve Reininger. I am with New Image Technologies, located just outside of Chicago IL. I am a member of the UASG Board of Directors and currently co-chair the Ethics Committee. I'm putting out this quick note to ask everyone to take a few moments to review the Code of Conduct. It is one of the most important documents on our website since it is such an integral part of our organization and provides such a benefit to our members.

Last year we had a few complaints that were submitted to the Ethics Committee. They ranged from poor installations to the solicitation of other members' employees. I am happy to report that all of the complaints that were filed were thoroughly investigated and resolutions were reached that were deemed fair and equitable to all involved.

I still, on occasion, hear from some members who feel they have been wronged by another member. My advice to them is to request that they file a complaint, but unfortunately most don't. There is nothing we can do if you don't utilize our process and file a complaint! All info is kept confidential and the only persons who see the complaint form will be Al Chieco, who also co-chairs the Ethics Committee, Kip Johnson, who will process the complaint, and myself. Al and I alternate taking the lead and investigating a complaint. If you do have a complaint that involves either Al or myself, Kip will ensure it is handle by someone other than who the complaint is filed against.

Any complaints that involve non-payment will only be view based on its ethical standpoint. We do not act as mediators nor as a collection agency. That would be a matter for a lawyer or the courts to resolve. If you feel you have an issue with another member, PLEASE take the time to go to our website, download the complaint form and submit it. The more info you provide the better the outcome. Items that are helpful are any relevant photos, documents, e-mails, texts or anything else you feel will help you to present your position.

In closing, I want to thank you for taking the time to read this and to go to our website and review the Code of Conduct guidelines. It is important that everyone understands that since our inception in 2000, we really have only had a few complaints. This, in and of itself, is an accreditation to the UASG and all of its 190+ members. It lets each person know that they are part of an exceptional group of installers that is rivaled by none.

Tool Credit

Tools credits (\$100.00 per member) were issued on February 23, 2016 for the members who paid their dues on time. Many of you have already taken advantage of this credit by purchasing tools or promotional items through the UASG website. For those of you who have not redeemed your tool credit so far, please do so as the credits will expire on 6/1/2016, so use it or lose it! If you have any questions, please email kip@gkipland.com