

# THE LEADING EDGE



## United Application Standards Group



### Note

### From the President

#### Let's Have Some Fun –

*From the UASG President*

A decade ago, I went to the SGIA Expo to attend PDAA and UASG meetings that were both being held there. As a matter of fact, I think it was the first “Wrap Off” our industry had done. The final elimination came down to Kim Magraw and Ryan Egbert vs. Chad Martin and Shannon Sehlke. The crowd was 10 rows deep, people were yelling and cheering, the installers were sweating and the whistle blew. The outcome is best left to legend and those that were there that day. To the critics and participants alike, it brought us together and was fun.

So let's go back to Atlanta this Fall and let's get together again and have some fun. With many new faces in our organization, if you have not been to a meeting in a while, you should definitely plan to get to this one and take advantage of the opportunity to partner with new colleagues and learn what is going on in our industry. Our plan is to host a full day meeting in conjunction with the SGIA EXPO this Fall, to ensure our members have an opportunity to visit industry trade participants at the show and learn more about the products and equipment available to the current market and how print providers are evolving. There will be plenty of networking opportunities with other members and those industry experts attending the SGIA Expo.

The meeting will have a strong focus on improving employee retention, finding new hires, and installer training. We have been working diligently to provide new solutions for UASG members to vet potential employee candidates, train effectively and provide competitive benefits that are cost

effective. We also have been working to research the new FSLA laws, new health care forms for 2016 and other regulations that impact our members' companies and their staffs. The UASG is working with 3M to renew our contract, as well as, co-op advertising opportunities and other ways to strengthen our partnership.

As we head into the Fall with sport venues all decked out, Black Friday holiday graphics in the works, client's working to spend their remaining budgets in the third and fourth quarters and fleet owners finally pulling the trigger on expensing those wraps before year end. . . we are all busy and trying to get as much done as possible. However, we cannot afford to sacrifice making some time to network and invest in future opportunities for 2016 and coming to the annual UASG meeting is great way to do just that! So save the date – November 5, 2015 – and plan to attend the UASG Fall Meeting and the SGIA Expo in Atlanta.

### UASG at SGIA, Atlanta 2015

#### Free SGIA Passes

Please copy and paste the link below in your browser to obtain a free pass to the SGIA Show.

[https://www.compusystems.com/servlet/ar?evt\\_uid=556&InvitesVIP=69324](https://www.compusystems.com/servlet/ar?evt_uid=556&InvitesVIP=69324)

#### Official UASG Hotel Property (Aloft)

If you have not booked a hotel room yet, there may still be availability at the UASG designated property. Please copy and paste the link below in your browser to check availability and reserve your room.

<https://www.starwoodmeeting.com/events/start.action?id=1507204953&key=941B69C>



[www.facebook.com/unitedapplicationstandardsgroup](http://www.facebook.com/unitedapplicationstandardsgroup)

### 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

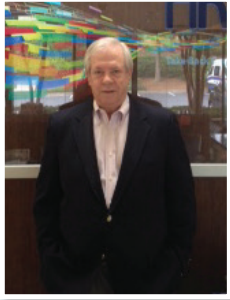
### Contact Info:

Questions / Comments: [feedback@uasg.org](mailto:feedback@uasg.org)  
On The Web: [www.uasg.org](http://www.uasg.org)



# United Application Standards Group

## UASG at SGIA Speakers / Topics

**Pat Towers**

HR1/The Hart Group  
Sales Manager  
Direct: 678/460-2963 - Cell: 404/788-9204  
Fax: 770/690-2606  
[ptowers@hr1.com](mailto:ptowers@hr1.com)  
2030 Powers Ferry Rd.  
Bldg. 100, Suite 120  
Atlanta GA 30339

**Topics:**

- FLSA (Fair Labor Standards Act)
- Other new (2015/16) labor regulations

**Michael McCormick**

Creative Business Resources (CBR)  
Senior Sales Manager  
1500 East Bethany Home Road  
Phoenix AZ 85014  
[www.cbri.com](http://www.cbri.com)  
Cell 480/540-6506  
Fax 602/903-7756  
[mmccormick@cbri.com](mailto:mmccormick@cbri.com)

**Topics:**

- Healthcare concerns and solutions
- Out of network options for health insurance
- Overall benefits packages to help attract and retain employees

**Sky Parker**

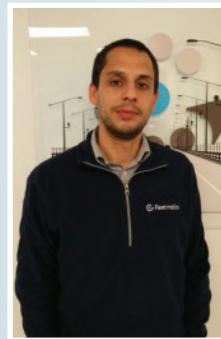
Creative Business Resources (CBR)  
Director of CBR Insurance  
& Financial Services  
1500 East Bethany Home Road  
Phoenix AZ 85014  
[www.cbri.com](http://www.cbri.com)

**Bryan Summers**

Carolina Profiles  
P.O. Box 422  
Blowing Rock NC 28605  
Office: 828/295-0091  
[info@carolinaprofiles.com](mailto:info@carolinaprofiles.com)

**Topics:**

- Employee Assessments
  - Job Matching
  - Mechanical aptitude
- Performance Models designed exclusively for the UASG

**Celso Jose Porto**

National Sales Executive  
Fleetmatics  
Office: 704/295-2001  
Mobile: 704/213-8489  
[Celso.Porto@fleetmatics.com](mailto:Celso.Porto@fleetmatics.com)

**Topics:**

- Fleet Management
  - Keeping track of drivers, reduce fuel costs, improve efficiency
  - What's happening out in the field – the details both good and bad
- Improve Customer Satisfaction
  - DOT Safety Factors
  - Fleet Maintenance
  - Live Demonstrations



# United Application Standards Group

## Trim USA, Sponsor UASG Social



Chris Bowen

Toll Free: 800/642-0959

[sales@trimusa.com](mailto:sales@trimusa.com)

Trim USA was started by one man with a unique philosophy about decorating with films. In 1978, Rodney Ashby entered the performance films business with a box of pinstripe tape worth \$100, calling on car dealerships and offering to stripe cars. Ashby brought a creative approach to this endeavor, developing graphics with the end-use customer in mind. By asking himself, "Who would buy this car?" Ashby created designs that would specifically appeal to the potential customer.

As the business grew, the company added equipment and computer systems in order to provide custom products to meet customers' needs. In 1984, Trim USA began to manufacture products, eventually introducing their popular AccuCut vinyl films to the market. Today, Trim USA is well known for quality performance products backed by outstanding customer service and a sales approach that makes a critical difference to customers.

Headquartered in Tobaccoville NC, Trim USA produces and distributes high quality films, application materials, accessories and tools for the graphics industry. During the last ten years, the company has expanded by adding new products, services and facilities. This has enabled rapid growth while offering solutions unique to each customer's specific needs.

In every transaction, Trim USA draws upon the latest technologies to offer high performance products that guarantee successful applications.





# United Application Standards Group



## Moser Graphics Orlando, Florida

When I was first introduced to decals in the early '90s, I knew this was what I had to do. I loved everything about it especially the pride you feel when you step back and look at the accomplishment. I started my business in 1997 with my wife, Veronica. Today, we have grown the company to eight full time installers.

Like a lot of installers out there, we sometimes feel like there's nothing new to wrap. However, every now and then, the phone rings and I hear one of my favorite questions: "Can you wrap this?"

The challenge of wrapping something out of the ordinary is always welcomed here at Moser Graphics. Don't get me wrong, we love installing vehicle wraps, convention walls, stand-offs and store fronts, to name a few. However, there are a few installs that stand out as some of our favorites.

Whether it's wrapping an 8' sphere or a piano, we love what we do and it shows in our work.



**3M Certified**  
Graphics Installation Company





# United Application Standards Group



## Matthews Mobile Media Greensboro, North Carolina

Matthews Mobile Media comes from a legacy of greatness! Our parent company, Matthews Buses, Inc., got things rolling just shy of fifty years ago by providing sales and service for Thomas Built Buses. They're still around today and just happen to be the largest Thomas dealer in the nation! This laid the foundation for our sister company, Matthews Specialty Vehicles, which opened its doors in 1992. Our story as Matthews Mobile Media began as a small corner office design, printing and installing graphics for Matthews Specialty Vehicles. We quickly outgrew our small corner office and expanded to what Matthews Mobile Media has become today! Today we are North Carolina's premier fleet and architectural graphics company featuring an in-house team of professionals to take any marketing campaign to the next level!

In recent years, Matthews Mobile Media has partnered with High Point University Athletic Department. Our team has been tasked to support the brand and the mission to "Choose to Be Extraordinary!" Through a series of architectural wraps including the scoreboard at Willard Stadium, wall graphics in the Millis Center and graphics in Vert Stadium, we've risen to the challenge. Samuel Phipps, Assistant AD for Facilities and Operations, Athletic Department says it best: "The graphics we receive for our athletic facilities from M3 are top of the line and set us apart from a recruiting standpoint. The graphic packages put the final touches on our athletic facilities and make them appeal to young athletes looking for their college home. Coaches and student-athletes enjoying competing in facilities that encourage and inspire and that's what M3 was able to assist us in doing."

At Matthews Mobile Media, we are a team of graphics professionals that take great pride in the work we produce! Our design, production and installation teams continue to grow to meet the needs of our customers. We look forward to new projects, new concepts and big challenges – from existing customers to new customers – we are honored to be a part of their marketing plan and enjoy seeing the impact that our work has on their business!

As we continue to grow big, we keep our company philosophy small and simple. The core of the Matthews success story is an entire company that shares in the same philosophy:

Any job big or small, do it right, or not at all!

**3M Certified**  
Graphics Installation Company



# United Application Standards Group



**DECAL TECHNOLOGIES, INC.**

**SPOTLIGHT  
MEMBER**

## **Decal Technologies Santa Ana, California**

Decal Technologies Inc. is located in Southern California and covers the San Diego and Los Angeles Region. We were established in 1996 and in 2000 moved operations to California. We are a founding member of the UASG and pride ourselves on superior customer service and satisfaction.

Decal Technologies was hired, in July 2015, to wrap 3 buses in Los Angeles. It was a standard temporary installation for the participants of the Special Olympic World Games. The games were held in LA from July 25th-August 2. It seemed like a pretty straightforward install and all went well but as the job wound down the team starting reflecting on the athletes that participate in these games. Having never watched the Special Olympics before I decided to watch them. It was an inspirational journey throughout the next 2 weeks.

Sometimes in the daily grind we forget how lucky we are to have the lives and lifestyles we have as proud members of this association. In watching both the events and recurring ESPN exposes on the athletes you realize how lucky they are as well. The athletes were a daily inspiration. The joy of victory was taken to a higher level during these games. But more importantly the sportsmanship and values these athletes exhibited were second to none. It closely mirrored the values that the UASG stands for. The integrity was refreshing to see out of an athlete. Much like the members of the UASG.

The journey ended with Decal Technologies sponsoring an athlete annually on a recurring basis. For more information go to [Specialolympics.org](http://Specialolympics.org).

**3M Certified**  
Graphics Installation Company





# United Application Standards Group

New Members (3/2015 to 7/2015)



## Trailers of the East Coast

Will Junker – Co-Owner  
418 Interstate Drive  
Mocksville NC 27028  
336/751-2377 (o)  
336/751-4464 (cell)  
[wjunker@trailerseast.com](mailto:wjunker@trailerseast.com)



Tested Installer:  
Trevor Waltermann

We are a retail trailer dealership, but also offer graphics, service and parts; family-owned and operated with over 40 employees. We sell horse trailers, car haulers and cargo trailers. We have three full time employees in our graphics department. We have been in the retail business since 1945.



## The Graphics Shop

1700 Liberty Street  
Chesapeake, VA 23324  
Direct: 757/416-6109  
Cell: 757/285-8639  
Fax: 757/545-5815  
[www.tgscva.com](http://www.tgscva.com)



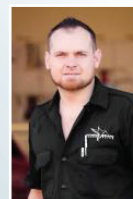
Tested Installer:  
David Meads

The Graphics Shop specializes in custom vehicle wrap design and installation, architectural signage and UV screen print business (labels and decals). TGS is a veteran-owned small business (SWaM) from the Hampton Roads area in the state of Virginia.



## Vehicle Wraps, Inc.

Burt Erdman, President  
11151 Trade Center Drive,  
Suite 106  
Cordova CA 95670  
916/879-0262  
[Vehiclewrapsinc@gmail.com](mailto:Vehiclewrapsinc@gmail.com)



Tested Installer: Burt Erdman

Vehicle Wraps Inc. is one of the leading vehicle wrap and large format printing facilities in northern California. Vehicle Wraps, Inc. operates out of a 12,000 sq. ft. facility in Sacramento CA, with 5 in-house designers, 6 highly-skilled installers and 4 high-volume production technicians. We believe building a lasting relationship with our clients is a very important part of our business. If their business succeeds, we succeed.



## Devil Dogs Installations

Charles Uyleman, President  
Devil Dog Installations  
9246 11th Avenue, N.W.  
Seattle WA 98117  
206/501-0824

[Rebecca@devildoginstallations.com](mailto:Rebecca@devildoginstallations.com)



Tested Installer:  
Edward Stumm

Based in the Pacific Northwest, Devil Dog Installations is a National Full Service Graphic Installation Service Company built on Commitment, Results and Relationships. From Consulting and Project Management to Installations and Specialty Projects, there's not a Mission Devil Dog Installations can't complete with exemplary Skill, Leadership and Tenacity. Semper Fi!



## WRAP ADS

656 E. Green Street  
Pasadena CA 91101  
[sdrsean@gmail.com](mailto:sdrsean@gmail.com)  
[sean@wrapads.com](mailto:sean@wrapads.com)

Tested Installer:  
Sean David



WrapAds Creative, Inc. specializes in vehicle wraps, portable displays, tradeshow graphics, banners, wall mural installations, and more. We provide full design, production and installation. If you are a graphics company in need of fulfillment, we can print and ship, or just install - whatever works for you. We honor confidentiality and frankly wherever the work comes from, we will do it. If you need overflow, we are the experts in wrap production so we can match color and utilize the new HP360 for color match. We helped pioneer the "vehicle wrap" in Southern California in 2001, WrapAds is one of the original true experts. All our work is produced in-house; concept, graphic design, production and installation.



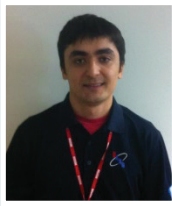
# United Application Standards Group

New Members (3/2015 to 7/2015)



## KNAM Media Group

Nodir Kholov, CEO  
217 Bond Street, 1st Floor  
New York NY 11217  
347/389-5626  
[service@knammedia.com](mailto:service@knammedia.com)



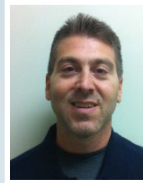
Tested Installer:  
Abdurahim (Max) Mirpochoev

"KNAM Media Group is a vinyl wrap advertising company headquartered in New York City. We offer large format printing, vinyl installation and graphic design services to help each client maximize its advertising potential via eye-catching, modern, artistic visuals."

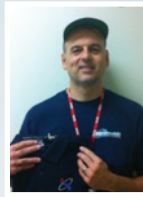


## AIR GRAPHIX, INC.

Joe Calabrese, President  
870 Route 530  
Whiting NJ 08759  
732/606-1111  
[joe@airgraphix.com](mailto:joe@airgraphix.com)



Tested Installer:  
Joe Calabrese &  
Ed Murawsky



Air Graphix Inc. is a full service design, print and wrap installation company. Their services include Brand/Fleet designing, vehicle wraps, architectural interior and exterior wraps, specialty event project wraps. They are also 3M MCS certified in wide format wrap printing, vinyl removal and provide pick-up and delivery services. Their specialties include fleet wrap project management.

**FASTSIGNS**  
More than fast. More than signs.

## Minnetonka

### FASTSIGNS MINNETONKA

Tom Weber, Owner  
14200 Wayzata Blvd.,  
Suite O  
Minnetonka MN 55305  
952/541-1944



[Heidi.mitchell@fastsigns.comics.com](mailto:Heidi.mitchell@fastsigns.comics.com)

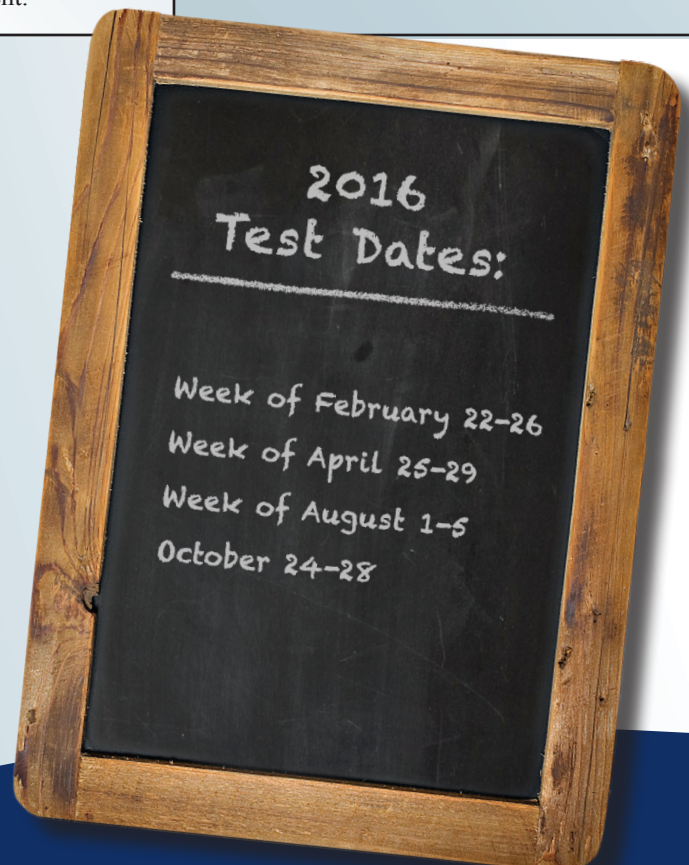
Tested Installer:  
Zach Eng

FASTSIGNS Minnetonka has been in business for 25 years. We take genuine pride in taking on whatever project a client might have, whether we have done it before or not!

## 2016 3M Testing Dates

### GREAT NEWS – QUARTERLY UASG ONLY ADVANCED INSTALLER TRAINING CLASS

3M has offered the UASG the opportunity to provide current members and new applicants its 3-day Advanced Installer Training class (Monday, Tuesday and Wednesday) prior to each quarterly UASG testing session, with testing on Thursday and Friday. This is great news for new applicants needing to take the training as well as existing members who may want to send new employees to the training class and keep it a "UASG only" session. The cost for the three days of training is \$1,500.00 per installer (payable to 3M), with a \$500.00 fee (payable to the UASG) for additional or replacement installers needed by a member to maintain their membership. Please contact Sharon Paxton ([sharonp@uasg.org](mailto:sharonp@uasg.org)) or 714/329-6156 if you are interested in this class. The 2016 dates are as follows: Abdurahim (Max) Mirpochoev







# United Application Standards Group

## New Ap from 3M (COSMO)

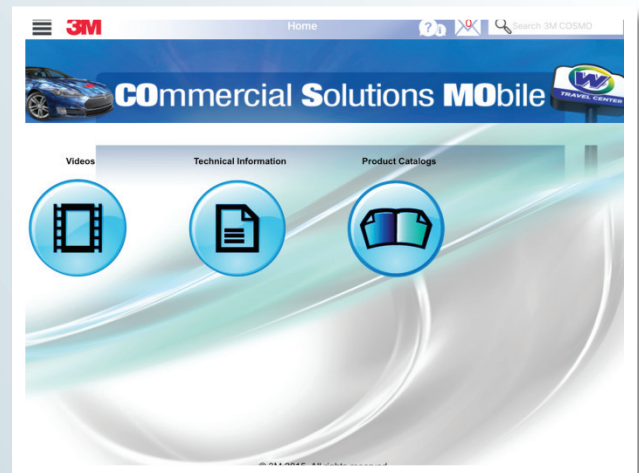
Companies all over the world rely on 3M Commercial Solution products to help maintain their competitive edge and drive their success. Now you can quickly access a wide range of informative videos and literature pieces of 3M's leading commercial graphics products. The 3M Commercial Solutions MOBILE (COSMO)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

COSMO is available from the Apple App Store  
(Android version coming soon)



## CORNER



## IT'S ALMOST RENEWAL TIME!

In January, 2016, you will receive your UASG dues invoice for your company's membership renewal. Please keep in mind that you, as the contact person for your company, will be the one to receive the invoice (via e-mail from kip@gkipland.com). You are probably also the contact at the company who has access to the website. Before you pass along the invoice to your Accounts Payable Department for remittance, **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](mailto:sharonp@uasg.org) or 714/329-6156.