

# THE LEADING EDGE



## United Application Standards Group



### Letter

### From the President

**M**embers:

The annual UASG Membership meeting is quickly approaching. E-mail announcements regarding our special speakers, training, socials, classes and meeting have been going out regularly for the last several weeks. If you have not taken the time to register, please do it now. You can find all of the information regarding hotel, transportation, meals and events at this link: <http://uasg.org/cgis/>

The idea of this year's meeting was to provide a summit where leaders in our industry could gather and participate together in training, discussions and classes that would ultimately result in better collaboration, increased business and profitability and innovative ideas and solutions. The training at 3M's new building is exclusive to our members during this meeting and is a great way to get additional training for your installation staff alongside of peers that respect and understand the expectations of the job. The classes and discussions will focus on business-to-business commerce in our industry. We will have presentations on safety and 3M warranty guidelines. There will be a round table lunch with discussions including sales and marketing, human resources, accounting and project management. There will be panel discussions with experts in fleet, retail, architectural and event/out of home markets that we regularly serve in our industry. You are sure to meet others in the industry that you have not met before and who will be future allies in your projects. You will learn new processes and management ideas that will help you gain a competitive edge for your business.

You will gain further experience and understanding of our industry and our trade in a way that is unique to only those that take advantage of this UASG exclusive opportunity. Don't miss it – sign up today!

I look forward to seeing you all in St. Paul this Fall.

*Julie Martin*



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

**REGISTRATION NOW OPEN!**



**CGIS**  
Commercial Graphics Innovation Summit

presented by the UASG  
installer training provided by 3M  
**OCTOBER 5-7, 2016**

**Highlevel Agenda:**

<p>10/5 &amp; 6: UASG Classes and Forums 3M Hands-on Installer Training</p> <p>10/5, 6 &amp; 7: UASG &amp; 3M Evening Socials</p>	<p>10/6: Vomela &amp; UASG Washburn Children's Center Charity Event</p> <p>10/7: UASG General Meeting</p>
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**UASG Classes & Forums**  
Class topics will include:

- ☒ Specifying Products for the Right Application and Warranties
- ☒ Safety: Intro to OSHA and Overview of PPE Programs
- ☒ Industry Trend & Challenges: Ask the Panel Experts

**Networking Socials**  
Events include:

- ☒ Fulton Brewery (Sponsored by the UASG)
- ☒ St. Croix Boat & Packet Co. Showboat Cruise (Sponsored by 3M)
- ☒ Happy Hour



**UASG General Meeting** Guest speakers will include:

- ☒ Sean O'Driscoll – Dunmore Consulting Group, LLC  
“Get a Grip on Your Business: 6 Keys to Getting What You Want From Your Organization”
- ☒ Mary Bauer – United States Department of Labor OSHA  
“OSHA Compliance and Federal Regulated Safety Measures for Your Business”
- ☒ Vani Gundara – Design Spinners  
“Is Your Company Branded and Marketed Effectively?”

**To Register Visit: [UASG.org/CGIS](http://UASG.org/CGIS)**

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





# United Application Standards Group

## Special Presentations at the CGIS!

**CGIS** UASG  
Commercial Graphics Innovation Summit  
presented by the UASG  
installer training provided by 3M  
OCTOBER 5-7, 2016

### WHAT'S YOUR STORY? HOW ARE YOU USING TECHNOLOGY TO BRAND & MARKET YOUR COMPANY?

Join us on October 7th to explore the importance of corporate branding, consistency in key messaging, your online footprint, and other marketing tools and concepts, so you can **stay up to speed in this changing world of business and technology**. Learn how to stand out from the crowd by using social media, email campaigns and SEO to gain visibility and increase brand admiration.

**Vani Gundara**

Design Spinners is a creative agency founded by Vani Gundara based in Los Angeles focused on supporting businesses with their branding and marketing needs. They provide high quality, expertly designed, cutting edge, and effective electronic media (websites, social media, presentations) and print marketing materials (signs, brochures, business cards).

**DESIGNSPINNERS**  
www.designspinners.com

**UASG ANNUAL MEETING**  
CGIS registration is now open!

To Register Visit: [UASG.org/CGIS](http://UASG.org/CGIS)

**CGIS** UASG  
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### UASG MEMBERS ARE GREAT ENTREPRENEURS!

There are six key components of any business that must be managed and strengthened to be a great business.

**Get ready to move your business into the top 5 percent!**

Join your fellow UASG members on October 7th at the annual meeting, as speaker **Sean O'Driscoll** of Dunmore Consulting Group presents what it takes to achieve more revenue, growth, and profit – while experiencing a better balance of life as a business owner and leader.

**Sean O'Driscoll**  
“66 Ideal lives are built with intention, not by accident.”

Come learn how to **better enjoy doing what you love to do and managing the success of your business.**

**UASG ANNUAL MEETING**  
CGIS registration is now open!

To Register Visit: [UASG.org/CGIS](http://UASG.org/CGIS)

Sign up today: **Space is limited!**

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Commercial Graphics Innovation Summit  
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installer training provided by 3M  
OCTOBER 5-7, 2016

### Safety: Intro to OSHA and PPE Programs HOW IS YOUR COMPANY PREPARED?

Join **Kathy Thompson** (Technical Training and Education Specialist) and **Martin Breimhurst** (U.S. Sales Training Manager) of 3M's Personal Safety Division to learn more about how your business can become more prepared and knowledgeable to protect your employees' safety. They will provide an overview to OSHA standards along with Personal Protection Equipment programs, providing tips and training to better serve your employees in safety-cautious environments and more.

These classes will be held at the Intercontinental Hotel during the class sessions on October 5th and 6th.

**Sign up now to attend as class size is limited and filling up quickly! This is a topic that affects every business in our industry and one that you won't want to miss!**

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### UASG MEMBER – EXCLUSIVE: 3M TOUR & TRAINING

3M has extended an invitation to UASG member installers to come to St. Paul and tour their new state of the art facility, while taking advantage of hands on training and feedback with 3M technical services.

This is a fantastic opportunity to promote training and education among your installation crews. Sign up your company's lead installers to come to St. Paul and join other UASG professionals at 3M to train and learn the latest information on the films and application techniques being utilized in the industry. While in St. Paul, they will enjoy networking with their peers and gaining a better understanding of the industry and the trade.

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Commercial Graphics Innovation Summit  
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installer training provided by 3M  
OCTOBER 5-7, 2016

### OSHA PROCEDURES & COMPLIANCE FOR YOUR BUSINESS PLAN. PROVIDE. TRAIN.

Take the first step to come and listen October 7th at the annual meeting as **Mary Bauer** of the Department of Labor- OSHA office discusses employer's responsibility for employee safety under Federal OSHA guidelines. Hear the ins and outs from site selection to citation settlement and decide how it can help you establish a safe and compliant program for your organization.

Other highlighted topics being presented will be recent OSHA changes such as OSHA Severe Injury Reporting, Electronic Reporting and Anti-Retaliation requirements, OSHA Penalty Increase and Silica Standard.

**OSHA**  
Occupational Safety and Health Administration

Learn how to keep your employees safe, comply, go beyond compliance and improve your bottom line.

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CGIS registration is now open!

To Register Visit: [UASG.org/CGIS](http://UASG.org/CGIS)

Sign up today: **Space is limited!**





## Competition Graphics - Farmington Hill, MI

### Designing a Win for Marathon and Allen Johnson



*Photo by Bruce Biegler*

They're some of the most technologically advanced machines in drag racing today. Pro stock cars competing in the National Hot Rod Association (NHRA) professional racing series are often called factory hot rods because they look like the everyday autos that come off the factory floor. Keeping that factory appearance allows fans to relate their personal vehicle to that of their racing heroes.

But pro stock cars have to conform to precise measurements and weigh no less than 2,350 pounds. The measurements and weight requirement are something the team at Competition Graphics know very well. CG created the graphics for the new Marathon Petroleum Corporation/J&J Racing Pro Stock Dodge Dart GT Pro Stock car for 2012 NHRA Mello Yello Pro Stock world champion Allen Johnson. The designer is 17-year CG veteran Joe Mikulas.

"I can't tell you how cool it is on Sunday, to turn on the TV and see my product going down the track at 205 miles per hour -- it's just cool," says CG Art Director and Graphics Designer Joe Mikulas.

Mikulas was called on by sister company, J.R. Thompson, to submit an old illustration of a Pro Stock car so representatives could use it in a presentation created to win Johnson a new sponsor – Marathon Petroleum Corporation. Instead, when Mikulas found out it was for CG's long-time client, he decided to go all out and create a new design hoping to help Johnson win the backing.



"We didn't know anything was going to come of it, we just wanted to help Allen Johnson. But Marathon loved the design so much, they not only decided to sponsor Johnson, they also wanted to do our paint scheme" says Mikulas. "It's very exciting to have him (Johnson) as a partner again."

"Joe (Mikulas), Karen (Spencer) and the installation team at Competition Graphics were awesome and very helpful" says Allen Johnson. "I really feel they went the extra mile and played a role in helping us secure our sponsorship with Marathon."

All the excitement began last October and by January of this year, CG got the job to do the design work and wrap of the race car and the car's transporter truck. A helmet was added to the mix later. Mikulas spent a day working on the original designs and only had to make a few tweaks before Marathon approved them.



## Competition Graphics - Farmington Hill, MI (continued)

"I based the design of the car and trailer on what I found on Marathon's website" says Mikulas. "Marathon has an American feel, but I didn't want to use the American flag so I decided to make it simple. I was trying to create a paint scheme that would help promote Allen Johnson racing and get the fans excited, plus I wanted it to read clearly on TV."

The logos and the rest of the scheme were built into the wrap. It was created as one piece to reduce weight and costs Mikulas says. "Our main goal is to make the design look like paint, not a decal."



The design is a great success.

"The installation team did a great job in getting me to those first test sessions by working late into the night for several days" says Johnson. "Their work ethic is amazing and the design team is really imaginative and creative. Thanks Competition Graphics!"

You can see the Marathon Petroleum Corporation/J&J Racing Pro Stock Dodge Dart GT racing for the NHRA.

Mikulas went to Jerry Haas Race Cars in Fenton, Missouri where the Dodge Dart GT pro stock car was built and took photographs and created the templates. He said a lot of engineering goes into these designs.

"When I design, I have to keep in mind where my transitions are in the paint scheme so I can hide seams and lines. I could come up with some crazy design, but if I design myself out of the ability to execute it, then it becomes a failure" Mikulas says.







# United Application Standards Group

## Genoagraphix

Genoa Graphix - San Luis Obispo, CA

When the great artists and thinkers of the Renaissance were pushing the envelope of design 500 years ago, they were creating the instinctive guidelines of today's graphic design. GenoaGraphix developed its name from the city of Genoa, Italy, a trade and art center for Europe during the Renaissance. This is fitting, as we began our journey as a design company offering creative services and printing,

In 1990, we first opened our doors in the innovative city of San Francisco. After many successful years serving the Bay area and beyond, we expanded our business and opened an office in San Luis Obispo, California, a creative environment that assists us in continuing to add talented people to our team.

As experts in the industry, we recognize the importance of growing with technology. We have adapted our services to meet our clients' current needs as well as their expectations for the future. For this reason, we have launched the "eGenoa division," allowing us to deliver quality and quick online service that our customers require. We offer a wide range of services including trade show displays, digital printing, vehicle graphics, catalogs and more.

We pride ourselves in offering customers creative ways to drive business. We have extensive experience serving small businesses and large corporations alike. Each project is approached with the same goal in mind: to offer results that will deem profitable for the customer, while delivering a finished product they will, of course, be pleased with. The work we did for Hilti Manufacturing is no exception.

**SPOTLIGHT  
MEMBER**

**OBJECTIVE:** Hilti Manufacturing Company wanted to increase awareness and build its brand with architectural engineering students. They wanted to make sure the students entering the work force were familiar with the Hilti brand.



**SOLUTION:** GenoaGraphix consulted with Hilti and developed the idea to wrap a classroom at Cal Poly, San Luis Obispo and other universities worldwide. Cal Poly was a perfect school to start with as they have one of the leading architectural programs in the nation.



**3M Certified**  
Graphics Installation Company





# United Application Standards Group



## Genoa Graphix - San Luis Obispo, CA (continued)

END RESULT: Hilti was extremely pleased with the outcome of the project. They achieved their goal of increasing awareness of their brand to the students and created beautiful wall murals around the nation that they are very proud of.

The philosophy of GenoaGraphix is simple - we are customer driven. We believe in solid communication with our clients. We ensure customer satisfaction and long-term partnerships by being responsive to their needs. Our work with Hilti Manufacturing is just one example of the many successful working relationships we have established.

Webster's Dictionary defines a "genoa" as "a large jib or triangular sail used on a racing yacht." Just as the genoa is utilized to project a yacht forward at high speeds, GenoaGraphix is an instrument that can be used to project the face of small and corporate businesses' images into the future. We are so grateful to our loyal customers that we continue to work with regularly, enjoy helping the new clients who entrust us with their special projects and always look forward to helping businesses turn heads, while turning profits!







# United Application Standards Group



**SPOTLIGHT  
MEMBER**

## Elite Tinting and Graphics- Duluth, MN

Elite Tinting and Graphics in Duluth, MN, recently had the opportunity to be involved in the design and installation of graphics promoting autism awareness in part with the City of Duluth Police Department. In February 2016, we were contracted by the City of Duluth Police Department to design a Dodge Charger squad car around the Autism Society of Minnesota corporate identity, while using the Duluth Police Department standard squad graphics kit.

We are proud and delighted to be affiliated with these 2 agencies – City of Duluth Police Department and the Autism Society of Minnesota – bringing awareness to a great cause.

Besides the obvious reason of promoting awareness, multiple city employees have children with autism, so this is near and dear to the city, as well as to all of the police force.

The awareness squad was displayed earlier this year at the Autism Society Awareness Convention held at the Convention Center in Minneapolis, MN. Since then, it continues to draw attention as it is used in day-to-day operations of the Duluth Police Department.

The graphics for this project were produced using 3M680CR reflective vinyl printed on our Mimaki JV300. An additional layer of paint protection is contributing to the longevity of the graphics. Installation was completed after several hours of design, and a whole day in installation. The City of Duluth Police Department donated 50% of the project, and Elite

Tinting & Graphics covered the other 50%.



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Graphics Installation Company



# United Application Standards Group

## New Members (Second/Third Quarter 2016)



### TradeWraps

Brad Rapone, Co-Owner  
9014 Hornbaker Road  
Manassas, VA 20109  
703-659-6200

[brapone@tradewraps.com](mailto:brapone@tradewraps.com)

Tested Installer: Brad Rapone

TradeWraps is a vehicle company specializing in fleet vehicle wraps. Our success comes from the combination of our creative vehicle wrap designers, using the most dependable industry leading 3M™ wrap films and 3M™ laminates, latest latex print technology for stunning color and our highly skilled professional vehicle wrap installation team. We design, print and install nationwide.



### FASTSIGNS of Glendale

Robb Schmit – CEO/President

5318 N. Port Washington Road  
Glendale WI 53217  
414/963-4980 (o)  
414/963-4983 (c)

[robb.schmit@fastsigns.com](mailto:robb.schmit@fastsigns.com)

Tested Installers: Eric Ewald and Jess Bergren

FASTSIGNS of Glendale was founded in 1990 as a franchisee of FASTSIGNS International. We have been very fortunate during our tenure to experience continued growth despite the economic conditions. In the past year, we became G7 certified accompanied with being 3M MCS certified and having 2 employees attend and pass the 3M Preferred Installer testing. Our next step was to join the UASG. We are pleased to be accepted into the UASG, as we feel this is our next step to continue to develop our employees and extend our credibility to our customers.



### REIDLER DECAL

Ted Reidler – President

264 Industrial Park Road  
Saint Clair PA 17970  
800/628-17910

[hblackwell@reidlerdecal.com](mailto:hblackwell@reidlerdecal.com) or [Edward@reidlerdecal.com](mailto:Edward@reidlerdecal.com)

Tested Installer: Justin Imbrescia

“Reidler Decal was founded in 1926. We have since grown into one of America’s largest fleet graphic producers and applicators. At Reidler Decal, we use 3M’s latest technologies and most comprehensive line of products.”



### SS GRAPHICS, LLC.

Richard Johnson, President

15415 Mueschke Road  
Cypress TX 77433  
281/213-0895

[sales@ss-graphics.com](mailto:sales@ss-graphics.com)



Tested Installer:  
Michael Gilbreath

SS Graphics delivers visual marketing solutions backed by over 40 years of experience. We use state-of-the-art technology and eco-friendly materials to deliver unsurpassed quality. We specialize in national graphic installation coordination, transit graphics, fleet and car wraps, environmental graphics, wall murals, floor graphics, table and counter top wraps, window perforation, signs, banners, decals and much more!





# United Application Standards Group

## New Members (First/Second Quarter 2016)

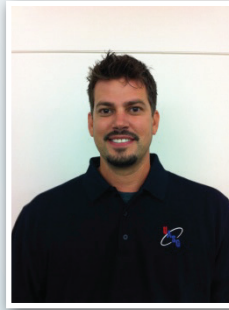


### WRAP THAT CAR

Brian Dempsey - Owner

1814 East Route 70, Suite 350  
Cherry Hill NJ 08003  
856/419-1486

[mail@wrapthatcar.com](mailto:mail@wrapthatcar.com)



Tested Installer:  
Brian Dempsey

WrapThatCar, founded in 2005, is a vehicle wrap company located in Cherry Hill, NJ. In addition to vehicle wraps, WrapThatCar also specializes in the design, print and certified installation of large format graphics including wall murals and window graphics. Whether we are designing, printing or installing vinyl graphics or wraps, we are committed to providing excellent service, quality and professionalism.



### Performance Signs

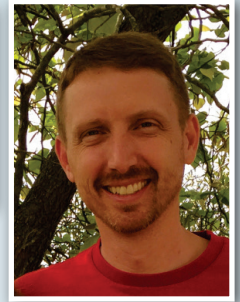
#### PERFORMANCE SIGNS, LLC

Robbie Morris – Manager

18 Commerce Drive  
Ruckersville VA 22968  
434/985-7446

[sales@performancesigns.net](mailto:sales@performancesigns.net)

Performance Signs is a commercial sign company located in central Virginia. We currently have 12 employees and have been in business for 20 years. We routinely design, produce and install many types of commercial signage. Our specialty is vehicle graphics for small businesses, fleets and public safety agencies. We also provide graphics installation services to a growing list of regional and national companies. In-house capabilities include design, wide format printing, plotting/cutting and installation. Our company owned facility includes a fully air conditioned, 25' x 100' drive-thru installation bay with a 15' ceiling.



Tested Installer:  
Robbie Morris



## REGISTRATION NOW OPEN!



Commercial Graphics Innovation Summit

presented by the UASG  
installer training provided by 3M

OCTOBER 5-7, 2016



## CORNER

### Introducing 3M™ Envision™ Print Film 48C-20R!

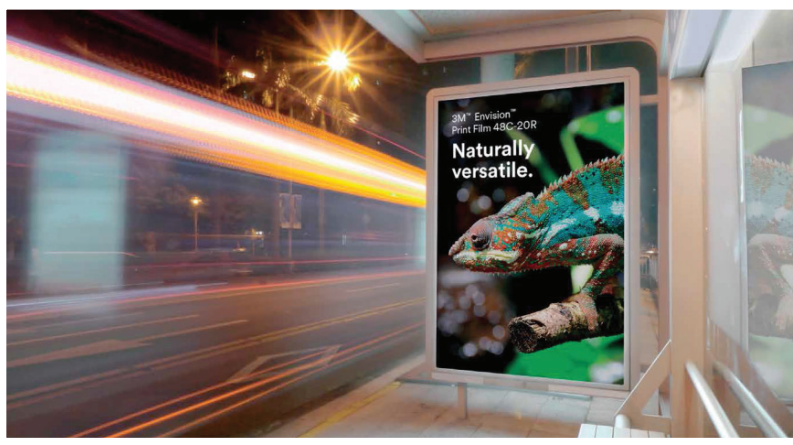
3M is excited to announce the introduction of 3M™ Envision™ Print Film 48C-20R and accompanying overlaminates! This non-PVC product range is 3M's latest innovation in high-performance intermediate films, bringing together versatility and greener materials to deliver a feature-packed, affordable solution.

- Greener, non-PVC solution at an affordable price
- One film does it all, indoors and out – suitable for windows, walls, floor, signs, partial vehicle graphics, and more
- Includes slide, tack, snap-up and air release for easy, bubble-free installations
- Engineered with high tensile strength to resist tearing for fast, clean removal — even in cold temperatures
- Printer compatible: designed for solvent, UV and latex inkjet printing, and UV screen printing
- Up to 5-year (3 months on floor) indoor and outdoor expected performance life

#### Accompanying Overlaminates

In addition to Print Film 48C-20R, 3M is introducing two non-PVC companion overlaminates, which offer excellent graphic protection for intermediate applications:

- 3M™ Envision™ Gloss Overlamine 8048G
- 3M™ Envision™ Matte Overlamine 8050M



### 3M COSMO App for Mobile Devices

Have you tried 3M's App on your mobile device? The 3M Commercial Solutions MOBILE (COSMO) App gives you instant access to 3M Commercial Solution Graphics and Architectural Markets products information – and now it can be used on both Apple and Android devices.

Now you can quickly access a wide range of informative videos and literature pieces of 3M's leading commercial graphics products. Note that the App is shared with our Cleaning & Workplace Safety group.



- 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 literature and/or videos to numerous email addresses at one time

COSMO is available from the Apple App Store or the Google Play Store.





## KEEPING YOUR INSURANCE UP TO DATE!



In order to maintain your UASG membership in good standing, it is required that evidence of your general liability insurance coverage in the minimum amount of \$1,000,000.00 be provided annually. To accomplish this, your insurance agent is contacted and requested to provide a current Certificate of Insurance (“COI”) each year upon your company’s policy renewal date. It would be extremely helpful that in the event you change insurance agents, that you request the new agent to provide that COI to Sharon Paxton, so as to avoid untimely delays in obtaining the current COI. Your insurance agent will need the following information in order to provide the COI: UASG, 8265 E. Serene Ridge Lane, Anaheim CA 92808. An e-mail to [sharonp@uasg.org](mailto:sharonp@uasg.org) or a fax to: 714/281-2206 will suffice. Additionally, of great assistance would be if you would request that your insurance agent place the UASG on your company’s list of vendors who are automatically sent renewal COI’s so that your COI is routinely provided upon your policy’s renewal. The UASG NEED NOT be listed as an “additional insured.”

### 3M Advanced Installer Training Classes

- 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](mailto:sharonp@uasg.org)) to obtain the necessary application form that must be submitted and the address at 3M for payment. Payment must be made at least 28 days prior to the commencement of the training class.

#### Remaining 2016 Training Dates:

Monday – Wednesday October 24 – 26  
(testing session [10/27 and 10/28] is full – wait list status only)

If testing is desired upon the completion of training, it will take place 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. Verification of the installer’s employment must be provided (a current paystub) as well as evidence that the installer has been employed for a minimum of six months (copy of first paystub or Form W-4 completed at time of hire). Payment needs to be made at least two weeks prior to the testing date. Contact Sharon Paxton at [sharonp@uasg.org](mailto:sharonp@uasg.org) for scheduling.

#### 2017 Training/Testing Dates

Training and testing dates are not yet available for 2017. They will be listed in the next edition of the newsletter.

### Board of Directors

The UASG is soliciting nominees for (5) director positions that are expiring at the end of 2016. Those terms expiring are: Julie Martin, Chris Prenovost, Al Chieco, Steve Reininger and Greg Ford. This year, we have moved up the timing of this process in order to announce the nominees sooner and afford members the opportunity to meet and network with the nominees at the UASG Fall Meeting.

Nominations will be taken through September 30, 2016. The nominees will be announced October 6, 2016. Voting for the positions will open the first week in November and the director positions will be announced by Thanksgiving of 2016. Please be aware of the announcements and timing of the process – if you have any questions, please contact us at [feedback@uasg.org](mailto:feedback@uasg.org).