

# THE LEADING EDGE



**United Application Standards Group**



## Note

### From the President



Keep On, Keeping On

*From the UASG President*

As our industry evolves and we all experience the day-to-day operations in our trade, we all feel overwhelmed at times. Negotiating with film manufacturers, distributors, customers, customer's customers, employees, vendors – operating any business in the service industry is a challenge, but the graphics industry takes it up a notch by throwing in a highly trained skill in an ever changing environment with a general population that just doesn't understand how it works. Just try communicating to an attorney or insurance agent any basic issue in our trade, and you have lost hours of your day, let alone three or four hundred dollars depending on your attorney's hourly rate. Don't get any of us started on laminating vehicle perforated film, working at car dealerships, or why there is never enough time to do it right the first time, but there is always time to do it twice. We all know the frustration, but I have resolved that the real secret of those that succeed in our industry - they keep on, keeping on. They have an invaluable ability, call it insanity or call it passion, to rise above these challenges. They capitalize on the fundamentals, they adjust to meet the customer's needs, and they do what they do best everyday – stick stickers (this is the 2 minute or \$5 explanation for my attorney). The successful stay the course, they work hard, and most important-

ly, in my opinion - they work together. As we continue to work together, we gain the experience and confidence to know when change is the right thing, and when something is not real change, but just another distraction (same stuff, different day).

The UASG is what bonds us together in this trade and as leaders in our industry. Together as the UASG, we have elevated our trade, we have accomplished projects, and we have impacted an industry. So here we go, it's time to move into the next chapter and 2014 – it's time to get involved, it's time to rise above this stagnant economy and day-to-day politics of what we do, and once again, raise the bar. With continued growth and new members in our organization every month, we must all work to get on the same page and remember, the real value is in bringing us all together and providing the resources that help our unique businesses to keep on, keeping on. It's time to support our members to raise customer satisfaction, educate their crews, and to execute their projects efficiently and profitably. Put aside the distractions, the stuff that is not real change for the better – the stuff that doesn't make us better companies, better installers, and a better organization.

The UASG is here to help make our day-to-day operations less overwhelming, to provide a resource and network to share information, and to guard our members as the elite resource for the best in the business as well as to make sure the customers we need are finding us and coming back.

I look forward to growing quality members in our organization, designing new ads, improving the website, contributing to discussions in the UASG forum, networking at trade events, helping members with day-to-day projects,

and working together to minimize the distractions and keep on, keeping on.

Please consider getting more involved in the UASG in 2014 – participate in the forum discussions, utilize the resources in the member's area of the website, come to network at UASG events, positively market the UASG brand, and by all means – provide feedback and suggestions. With your involvement, you become part of something bigger that empowers all of us to be more profitable and to keep on, keeping on – together.

### 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

Kip Johnson	Administrator, Treasurer
Jan Hillhouse	Secretary

### Contact Info:

Questions / Comments: [feedback@uasg.org](mailto:feedback@uasg.org)  
Photos: [photos@uasg.org](mailto:photos@uasg.org)



# United Application Standards Group

## Promotional Credits System

It has been six months since we rolled out and implemented the promotional credits system in which members earn credits and are given priority listing on the website. For many years, the listings on the website were arranged alphabetically when searching for a specific region of the map. As such, a member with a company name that started with the letter "A" was always listed first and a member with a company name that started with the letter "Z" was always listed last. The promotional credits system has changed that. Now, member companies earn credits for a variety of things, such as attending membership meetings, serving on committees, working on the tradeshow floor, etc. A database is used to keep track of the credits and the website listing is now arranged based on a points value, i.e. the companies with the most points are listed first and the companies with the least number of points are listed last. It is our hope that this system will encourage participation within the UASG by its member companies.

### Promotional Credits:

#### Membership:

1 Credit for every 1 year of membership

#### Annual Membership Meeting:

1 Credit for every meeting attended

#### Committee Member:

1 Credit for every committee served

#### Trade Show Participation:

1 Credit for every show attended with active participation

#### Complete on-line Installer Modules:

1 Credit for completing 3M online courses

#### Paying Dues / Renewing by Deadline:

1 Credit

#### Trade Publication with UASG mention:

1 Credit

### Tracking Responsibility:

Annual

Membership Meeting — Secretary

Committee Member — BOD

Trade Show Participation — President

Complete on-line

Installer Modules — 3M Representative

Paying Dues /

Renewing by Deadline — Treasurer

Trade Publication

with UASG mention — BOD

## Announcements From 3M

### (Mike Stavreffe, 3M Program Manager)

As the 3M representative on the UASG Board of Directors, I wanted to give you an update on some 3M activities. First of all, you may hear a new 3M name being used: 3M Commercial Solutions Division. This new division was created by combining three businesses within 3M -- the Building and Commercial Services Division (building and asset maintenance products), Architectural Markets Department (architectural finishes and lighting products), and the Commercial Graphics Division. The newly formed 3M Commercial Services Division will include all of 3M's graphic films, surface finish films, lighting, surface cleaning and protection, and productivity solutions for our customers

I also have some recent new product announcements to share. Feel free to contact me or your 3M Sales representative for more information.

### New 9 Year Outdoor Over-laminates:

3M has introduced two new over-laminates to give graphics professionals the maximum flexibility and to give their customers peace of mind. With 3M™ Scotchcal™ Gloss Over-laminate 3658G and 3M™ Scotchcal™ Matte Over-laminate 3660M, sign shops can create finished graphics covered by the industry leading 3M™ MCS™ Warranty for up to 9 years of outdoor use. (Tony Fulco, 3M Business Development Manager)



### 3M™ Wrap Film Series 1080:

will now have 55 head-turning films in carbon fiber, brushed metal, matte, satin, and high gloss. Five new color/texture combinations joined the exciting film series 1080 line in February.

(see [www.3MGraphics.com/1080](http://www.3MGraphics.com/1080) for the full offering)





# United Application Standards Group

## Trim USA Announces Short Roll Program

We have had many of our members indicate a need for a short roll program on 3M 1080 series films and we are pleased to announce that we have partnered with Trim USA to provide this service exclusively for the UASG membership! Many of you have small jobs come up that require only a few yards of 3M 1080 for the job. Trim USA will offer 12 colors of the 3M 1080 film for sale by the square foot at the same square foot price as a full 50 yard roll. Due to the nature of the program, they will need to add a small slitting, boxing and tube charge of \$12.75 per item.

This program is unique to our membership and we hope you will take advantage by contacting Trim USA Customer Service with all of your 3M 1080 needs! Please keep in mind you must let the inside sales representative know that you are a UASG member in order to receive these exclusive prices. You can reach their inside sales team at 1-800-642-0959.

## Current pricing is listed below:

Finish	Square foot	Price per yard	Price per roll	
Gloss/Matte/ Satin	\$1.331	\$19.96	60" X 10yds	\$199.60
			60" X 25yds	\$499.00
			60" X 50yds	\$998.00
Carbon Fiber/Brushed	\$2.661	\$39.92	60" X 10yds	\$399.20
			60" X 25yds	\$998.00
			60" X 50yds	\$1996.00

## The colors available in the short roll program are listed below:

BR120 Brushed Aluminum  
G227 Metallic Blue  
G120 Gloss White Aluminum  
G251 Sterling Silver  
CF12 Carbon Fiber  
G83 Gloss Dark Red  
G10 Gloss White  
M10 Matte White  
G12 Gloss Black  
M12 Matte Black  
G13 Hot Rod Red  
S12 Satin Black



## Trim USA Announces Addition of Knifeless Tape Product

Due to increasing demand from our membership, Trim USA has added four knifeless tape products to their inventory. Please keep in mind you must let the inside sales representative know that you are a UASG member in order to receive these exclusive prices. You can reach their inside sales team at 1-800-642-0959.



### 1. Finish Line Tape: 1/8" / 3.5MM Wide / \$24.00 per 50M Roll

Use Finish Line Tape for wrapping. Conforms and turns easily, cuts through multiple layers of vinyl with ease; also used to make butt joints. Great for cutting a sixteenth of an inch on the rubber so you can tuck behind and is a 3M Certified approved installation tool.

### 2. Perf Line Tape: 1/4" / 6.4MM Wide / \$29.00 per 50M Roll

Use to give you a 1/8" gap around the windows for perforated window film; can also be used for bridging tight gaps as well as for trimming rubber moldings. The vinyl slides off one side of the tape easily into the gap.

### 3. Bridge Line Tape: 1/2" / 12.7MM Wide / \$29.00 per 50M Roll

The most important use for this tape is to bridge the gaps between the doors and fenders.

### 4. Design Line Tape: 1/8" / 3.5MM Wide / \$24.00 per 50M Roll

The cut produced will rival a knife or plotter. Single layer applications only. It's faster – you can break the tape in your hands. Filament and tape are made to stretch slightly together, works similar to pin-striping. Design Line Tape is not manufactured to be used for wrapping at anytime. Under the stress of wrapping, Design Line ultra thin filament will break!



# United Application Standards Group

## UASG Enters Agreements With Red Roof Inn and Choice Hotels

The UASG has negotiated a discount with two quality hotels!

We have placed a link on the UASG website that will save you 20% at Red Roof Inns. To access the link, just log onto the Member section and click on the associated link to start saving money!

Choice Hotels maintains a program under which Choice provides Net VIP Rates beneficial room rates to the UASG members and their travelers. The Preferred Rate offered under this Agreement is controlled by the independently operated franchised Choice hotels; therefore, rate discounts may vary, but typically range from a hotel's best available rate to up to 25% off such rate, and is sold on a last room availability basis. When you call, mention the program and that you are a participating UASG member and you will receive 25% off!



Choice franchises hotels under several brands throughout the United States and other countries, including:

ASCEND HOTEL COLLECTION®,  
CAMBRIA SUITES®,  
COMFORT INN®,  
COMFORT SUITES®,  
QUALITY®,  
SLEEP INN®,  
CLARION®,  
MAINSTAY SUITES®,  
SUBURBAN EXTENDED STAY HOTEL®,  
ECONO LODGE®,  
and RODEWAY INN®.

## 2014 Certification Testing Dates

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

April 21-22

July 21-22

October 20-21

## SPOTLIGHT MEMBER

## Sticky Business, Atlanta, GA

Sticky Business, among various other talents, designs, prints and installs wraps for ATMs. We use 3M 180cv3 with the high gloss 8518 lam because of the film's outside performance capabilities and its versatility on a variety of surfaces encountered on the ATM "houses." Most of the ATMs we wrap are being refurbished so we have input into how the surfaces are prepared. We also require site surveys with pictures so our design can take into consideration modifications that have been added that might conflict with the graphics. Wraps are attractive to the end user for the usual reasons giving the designer greater color and image options.

Our challenges have been in timing the installation with the refurbishment and making sure we get accurate measurements so it in fact fits when we arrive on site. The banks don't want an unmarked ATM for very long so timing is key. The last variable we face is weather, especially this winter here in the sunny south!



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Graphics Installation Company







# United Application Standards Group

**SPOTLIGHT  
MEMBER**

## Schneider Graphics, Des Moines, IA / St. Louis, MO

Occasionally projects arise that trigger an emotional response. Johnsrud Transport from Des Moines, IA originally asked for our assistance in creating vehicle graphics that would honor the men and women serving our country in the military. We started out creating a truck wrap. After word spread through their group of drivers, many of whom are veterans, and through our company, the excitement caused the project to grow to include four trucks and a tanker depicting tributes to five branches of the military.

The project included images from the Air Force, Army, Navy, Marines, and Coast Guard. Graphics were printed on 3M IJ180Cv3/8519 but also included some IJ680 reflective film on the tanker. All were printed and installed at our Des Moines facility.

Johnsrud has won numerous fleet graphic awards for these trucks. They are driven by veterans carrying freight to destinations across the U.S. There are no shortages of opportunities for them to show their pride in service, generate support, and spread goodwill along the way.

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## New Image Technologies, Chicago, IL

Steve Reininger started in the graphics installation industry in 1978 and learned the business that allowed him to start New Image Technologies, Inc. (NIT) in March of 1987 with his wife Rebecca. NIT is located in South Elgin, Illinois, 45 miles outside of Chicago. Since 1987 NIT has been installing PSA graphics to all types of mediums from fleet vehicles, building wraps, retail stores and such specialty areas as water towers and sports arenas.

In addition to installations, NIT was equally known for their ability to remove graphics quickly and efficiently. NIT has developed innovative ways to remove graphics including the development of their

own adhesive remover. In 1996, they were granted a US patent for SS-1 Adhesive Remover. SS-1 removes all types of adhesive, not just adhesives used for graphics. As a separate part of the business, SS-1 is marketed and sold to a vast array of customers.

In the late 70's and early 80's, NIT did an unbelievable amount of decal removals; the introduction of SS-1 virtually doubled their sales, and shortly NIT became synonymous with graphic removals as the other sections of the business continued to grow to now a team of 14 full time employees and a wide network of contracted associates.

Their primary area of focus is installation typically working closely with ad agencies to reach medium to large sized companies such as retail stores, museums, sports arenas, Olympic and Super Bowl advertising, and some pretty non-standard jobs such as LED maintenance and repairs. They also work with a number of graphic manufacturers not only in the U.S. but in Canada and Europe.

Steve Reininger has had the honor of being part of the original group that helped establish the foundation of the United Application Standards Group (UASG) and has been, for several years, part of the Board of Directors and actively involved with the Ethics Committee. NIT is also a member of the Professional Decal Applicators Association (PDAA) and the National Fleet Management Association (NAFA).

Examples of current projects include the floor of the Lincoln Center in New York for the NY Ballet company and a temporary conversion of Soldier's Field from being the Chicago Bears NFL stadium to a National Hockey League stadium for the next couple of weeks. We will then need to return it to its NFL original state. (see attached pictures).

NIT has experienced double digit growth over the last several years and most recently 2013 sales have increased greater than 25 percent.

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