

# THE LEADING EDGE



## United Application Standards Group



### Note

### From the President

Hopefully 2017 has started off as well for all of you as it has for me! I'm hearing from many members that business is strong and everyone is staying busy. The UASG Board of Directors is also hard at work continually striving to provide as much value to our members as possible.

The Board of Directors met in Phoenix March 2nd and 3rd and the dominant theme of the meeting was to maintain the UASG's position as the premier certification body in our trade. As an owner of a print and installation company, I have a first-hand understanding of the struggles of finding quality, professional installers. I want to ensure that printers across the country look to the UASG as their first resource when searching for installers. The Board of Directors is considering many different options that will keep the UASG ahead of the ever-increasing competition. This includes offering additional UASG member exclusive training and testing dates at 3M, developing regional training sites to make it easier for members to receive additional training for their teams and taking steps to ensure that tested installers are materially involved in the installation process at their respective companies.

In February, we completed a pilot program using Google Adwords in select markets. The Adwords campaign was designed to drive more business to our members. The program was a huge success, so we will be rolling it out to the rest of the country over the next 30 days.

Every year the Board draws names for members to be spot checked. One of the things that a lot of members struggle with is keeping proper job records. Remember that there are various resources available on the UASG website to aid you in keeping complete records.

Finally, we will be having our general meeting in conjunction with the Specialty Graphic Imaging Association (SGIA) show in New Orleans in October. Details will follow over the next few months. The decision to go to coordinate the general meeting with the SGIA show was made based on input received from the members in a survey sent last year. We will also be incorporating various roundtable discussions to help facilitate networking and problem solving amongst the members.

I look forward to seeing you all in the Bayou!

*Chris Prenovost*



**Keep your eyes open for a survey that we will be sending out via Survey Monkey to get your feedback on industry trends and further understand how we, as an organization, can continue to raise the bar in our trade.**



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

### Current Board of Directors

Chris Prenovost	President
Mark Trumbull	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 Stavreiff	3M Representative
Rick Paukert	3M Representative
Ward Schneider	
Greg Ford	
Julie Martin	
Mark Knoff	

### 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



## Nationwide Applications - Schertz, Texas

Nationwide Applications, LLC dba NAI Signage Solutions was founded in 1994 by Jim Morgan as a nationwide graphics installation company. With 10 years of graphic experience already under his belt, he saw first-hand the impact that a successful graphics or signage campaign could have on a business and then sought to take the industry standards to another level.

Spanning 23 years, NAI has grown to be a full-service, Texas-based signage manufacturing and installations operation, serving clients locally and nationwide with innovative products and top-notch services, and all in-house! That includes:

- Design & Pre-press
- Custom Manufacturing
- Printing & Fulfillment
- Project Management
- 3M Certified Graphic Installations

*"I've been in business a long time and in an ever-changing industry, I've always strived to push the envelope to set us apart from others. I believe we have done just that with our complex structural signage products. My staff engineers, manufactures, and installs ring displays, graphic boxes, large flat or arched displays, and even 3-D motorized signage."*

Jim Morgan



**3M Certified**  
Graphics Installation Company





# United Application Standards Group



## Nationwide Applications - Schertz, Texas (continued)

At NAI, no project is seen as too large or too small. Whether it is printing window graphics or installing a vehicle wrap, fulfilling a 300 store rollout, or rebranding an entire chain of retail stores, the NAI staff takes pride in all projects, striving to raise the bar and exceed all customers' expectations. Quality materials, state-of-the-art equipment, and a highly trained team have proven to be key components in producing such a vast selection of products and services

*"We're always up for a new challenge but we're always excited to do a cool vehicle wrap. It never gets old seeing the transformation of the vehicle as well as the look on the customers' faces when they see it for the first time. And as all installers in this industry know and understand, it's the application of that wrap that can make or break the transformation."*

Jim Morgan



**3M Certified**  
Graphics Installation Company



# United Application Standards Group

## New Members (First Quarter 2017)



### SIGNS BY TOMORROW

Gerd Loeff, President



Tested Installer:  
Kevin Loeff

1315 E. Davis Street  
Arlington Heights IL 60005  
847/255-0123

Signs By Tomorrow of Arlington Heights, IL established a reputation as one of the most creative and reliable sign companies within Chicago's Northwest suburbs. Great people, excellent design capabilities, industry experience, product knowledge and "know-how" became the hallmark of our success. We specialize in architectural signage including sophisticated wall graphics, 3-dimensional logo and office signage, etched or full color window graphics and established our own in-house produced ADA and wayfinding sign system. Upon moving into own 6,400 sq. ft. facility, we also expanded our vehicle graphics and vehicle wrapping capabilities. We are a 3M Certified Graphics Installation Company; ready to tackle just about any signage project you can imagine.



### AJ PRINTING & GRAPHICS

Greg Johnston, President

1315 North Dutton Avenue  
Santa Rosa CA 95401  
707/525-8600  
[dan@ajprinting.com](mailto:dan@ajprinting.com)



Tested Installer: Seren Gorden

AJ Printing and Graphics, Inc. was founded in 1978 as a commercial printing company. While that segment continues to thrive for us, the signage side of our operation saw significant growth over the past decade. This inspired us to create a local brand - Wine Country Signs - to help us market our full line of products and services. We primarily focus on vehicle graphics, including small fleets and one-of-a-kind wraps. A close second would be retail storefronts and point of sale displays. We have an indoor installation facility for most vehicles. We're proud to have been accepted and tested as part of the UASG certification process. We look forward to working with and learning from fellow UASG members as we all work to build our businesses and bring new graphic concepts to the market!



### MODERN INK SIGNS AND GRAPHICS

Ron Scheel, President

2100 Pewaukee Road  
Waukesha WI 53188  
262/548-0055

[Ron.scheel@moderninksigns.com](mailto:Ron.scheel@moderninksigns.com)



Tested Installer: Ron Scheel

Modern Ink Signs and Graphics is a full-service graphics company in Waukesha, WI. In business since 1988, we have two Epson GS 6000 eco-solvent printers, one Mimaki JFX 200 UV flatbed printer and one Gerber Edge printer. Our skilled staff can help you with your vehicle wraps and lettering, banners, decals, dimensional signs, trade show graphics and window and wall graphics and lettering. Please visit our website [www.moderninksigns.com](http://www.moderninksigns.com) or call us at 262/548-0055.



### THE IMAGE PRESS

Chris Argnone, President

6333 Daedalus Road  
Cicero NY 13039  
315/699-7109

[chris@theimagepress.com](mailto:chris@theimagepress.com)



Tested Installer:  
Brandon Dahl



Tested Installer:  
Ryan Eddy





# United Application Standards Group

## New Members (First Quarter 2017)



### ACTION GRAPHICS & SIGNS, INC

John Hall, Jr., Owner

12 Wayne Avenue  
Virginia Beach CA 23324  
757/548-5255

[admin@agwraps.com](mailto:admin@agwraps.com)

Tested Installer:  
John Hall

AGWraps is a full-service vehicle wrap and sign company that's been the leader in the Hampton Roads area since 2006. We produce nearly all types of printed products using the latest in printing technology. Our creative design team, incredible attention to detail and unmatched expertise has given us the pleasure of working with major companies and small businesses locally and across the country. Each year, we continue to grow and have recently opened a second location. Our quality and dependability continues to bring us new and repeat business throughout the year.

### Additional Installers Who Tested:



#### SIGN PARROT

Tested Installer:  
John Keasler



#### NEW GRAPHICS

Tested Installer:  
Adam Williams

## WELCOME TO ALL OF OUR NEW MEMBERS!





## HOLY SMOKE!!



OK SO NOW THAT I HAVE YOUR ATTENTION WITH THESE PICTURES. Please take a few minutes to read this article. It could prevent future damage or loss of life.

I was recently going through my phone looking for some pics of a job I did last summer. When all of a sudden, there it was. A burned up tool pouch, a destroyed ladder, and a melted cooler and cart.

These items were a result of an installer who was not only careless, but could have cost the lives of 4 men. This may come across as pretty dramatic but everyone needs to understand the seriousness of not following safety guidelines. This fire was caused by an installer who didn't follow safety procedures and take the 15 seconds to remove a torch head from the tank. It is one of the most commonly used torches we have in our industry. The smaller ones with the trigger.

So here's what happened. Our crew and I were leaving for a job at about 5:30 a.m. We loaded the back of a pick-up with all our tools, ladders, cart, 20 lb. propane tank and torch and 3 cases of water. We knew it was going to be hot that day so it's important to keep everyone hydrated. They closed the cap on the bed and the four of us piled into the truck and headed out.

Now with good traffic it takes about 1.5 hours to reach downtown. Somewhere between the time when we left the shop and we entered the parking area, the installer's torch clicked on. The first thing to catch fire was the tool pouch. That in turn caught the plastic cart on fire and the melting plastic dripped onto the flooring of the truck bed. Meanwhile, everyone is in the cab and totally unaware of what is going on in the back.

When we arrived at the job site we got out and went to unload the truck, the first thing I hear is "Hey! I think there is a fire in the back." Before I could say don't open it, he threw the door open. This caused the fire to flare up. I yelled for our fire extinguisher. When I got to the back the fire almost put itself out. What had happened was the bottles of water melted and were putting out the flames. I grabbed a couple more bottles of water and put the fire out. I knew immediately what had happened because the torch was right there in front. When I asked why procedures were not followed to disconnect the torch, the response was "I forgot."

By now everyone has calmed down and we begin to see what is good and what is junk. As we come to the end of unloading it all, I reach to pull out the 20 lb. tank of propane. It was so hot I couldn't touch it. I poured several more bottles of water on it to get it cooled down. It was then that I realized how lucky we were.

I cannot emphasize enough that common sense and safety procedures need to be in place. This could have ended in a much different way. People could have died. All because someone forgot and did not follow the rules. I encourage everyone to take a few minutes at the beginning of a work day to check for these simple but potentially dangerous possibilities.

Have your crews remove these torch heads. Tie down your equipment and graphics. Make sure they understand safety procedures. These few minutes could make a huge difference on how their day could turn out.

Thanks for your time.

Steve Reininger





## 3M Adds Training and Testing Sessions

Demonstrating its commitment to the 3M Certified Graphics Installation Company program, 3M will add additional training and testing sessions in 2017 and 2018. 3M will add a 3M Advanced Training course for UASG members on June 5-7, followed by testing on June 8-9. Another training and testing session will be added later in 2017 if needed. 3M intends to add two additional training and testing sessions in 2018 as well (six sessions total in 2018).

We have seen an increase in the number of applicants to the UASG recently. We also want to provide for our 200+ member companies who may want to send additional installers to test and become UASG qualified installers and so it is important that more sessions are offered by 3M in St Paul.

All training and testing occurs at 3M's newest facility, the 3M Carlson Science Center. Please contact Sharon Paxton if you would like to register an installer for training or testing ([SharonP@UASG.org](mailto:SharonP@UASG.org)).

## 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. 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.

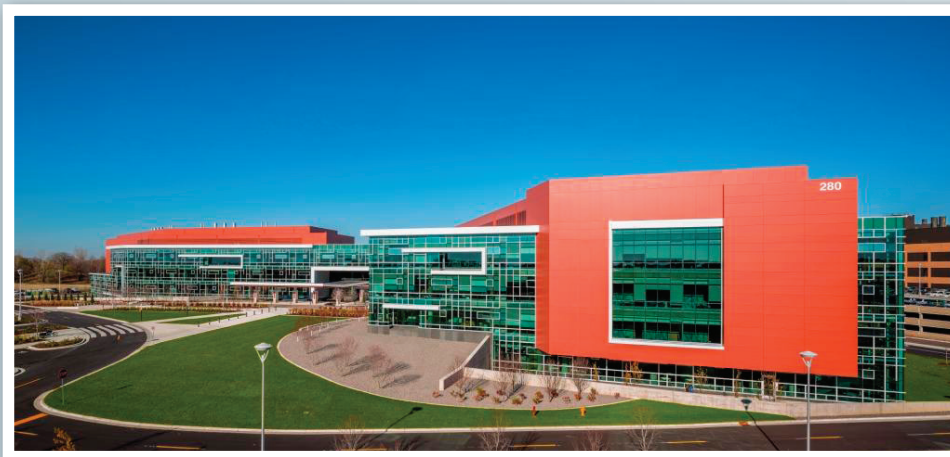
## 2017 Training/Testing Dates

**April: Training (10-12) – Testing (13 & 14)**

**June: Training (5-7) – Testing (8 & 9)**

**July: Training (24-26) – Testing (27 & 28)**

**October: Training (9-11) – Testing (12 & 13)**





# United Application Standards Group



## CORNER

### 3M Commercial Solutions Division

#### 3M Diversity Scholarship Winners

##### Announcement:

The 3M Commercial Solutions Division would like to thank all of the 3M Certified Graphics Installation Companies that submitted applications for the 3M Diversity Scholarship. While the goal of this Scholarship is to encourage our installation community to hire more from minority groups with higher unemployment rates, the scholarship also considered companies that are establishing programs to support hiring diverse talent. Local community needs were also considered such as hiring Veterans.

Award - 3M Advanced Installer Training 3 day course and Hotel:

In 2017, the 3M Commercial Solutions Division will provide three scholarships to attend the 3M Advanced Installer Training class without fee (standard fee is \$1500/person). This is a 3-day hands-on course at our new Application Center in St. Paul, Minnesota, and free installation tools will be given to the scholarship winners at the class.

The UASG will also be contributing to the winners. In addition to the free class, the scholarship winners will receive three night's hotel stay during their attendance at the 3M class. Thank you to the UASG for sharing in this award.

##### Scholarship Winners:

Three individual scholarships have been awarded to companies that met the criteria and provided an application. Based on the applicant companies' policies, philosophy and results, 3M is pleased to announce the winners of the 2017 3M Diversity Scholarship:

- Performance Signs, LLC (Submitted by Robbie Morris)
- Devil Dog Installations LLC (Submitted by Rebecca Uyleman)
- Sticky Business (Submitted by Joel Gross)

Congratulations to the scholarship winners and their designated installers who will be attending the 3M Advanced Installer Training class!

**Mike Stavreffe** – Intl Technical Service Manager and UASG Board member

**Rick Paukert** - Channel Manager and UASG Board member

**Dave Deiss** – Lab Manager- Application Development

### INTRODUCING:

#### 3M™ Scotchlite™ Print Wrap Film 780mC-10R White

*The next step in wrappable reflective films...*



##### Higher performing, more robust retro-reflective product performance

- Outstanding conformability and repositionability for efficient installation
- Bruising or dark spots can be repaired using heat
- Effective retro-reflectivity after elongation and conforming
- Retro-reflectivity at wider viewing angles
- Micro Comply™ Adhesive with non-visible air release channels facilitates ease of use
- Improved removability
- Daytime sparkle, nighttime shine

##### Product Description

- For Solvent, UV, and Latex Inkjet printing and Screen Printing
- 6.6-mil, flexible, enclosed lens, retroreflective

##### Product Features

- Available in white only
- Flexible, conforms to compound curves, corrugations, and rivets
- Excellent retro-reflectivity at wider viewing angles
- Includes Comply™ Adhesive for fast, easy bubble-free installations
- Pressure-activated adhesive for easy sliding and tacking, snap-up and repositioning
- Expected Performance Life of 9 years (unwarranted period for unprinted film with no graphic protection, applied to a flat, vertical, outdoor surface)
- Can be used to make retro-reflective textured wall graphics

See video demonstrating repairing of film bruising at  
<https://www.facebook.com/3MGraphics/videos/10155054010623875/>