

THE LEADING EDGE



United Application Standards Group



Note

From the President

Greetings All!

I hope you all are having a wonderful summer and got to take a break to spend some time with your friends and family. If you've read our newsletters in the past, you know that I'm hearing from all over the country that things are very busy—and I'm not seeing any signs of slowing down yet.

This fall, we will be doing something a bit different than our normal general meeting. The UASG will be exhibiting at the SGIA booth in Las Vegas for the first time ever (October 18-20). Our aim is to spread awareness of the organization and educate printers and others in need of installers about advantages of using members of the UASG. We will also be launching the UASG University—our industry's first web based learning platform that will allow owners and managers to track their employees' progress as they take more courses and ultimately improve their installation skills. If you are interested in assisting in the booth, please e-mail me (info@uasg.org).

We are hosting a social event (sponsored by Trim USA) on Thursday October 18th at Umami Burger at the SLS Hotel. It will definitely be an event that you won't want to miss!

Additionally, UASG members are cordially invited to participate in the SGIA/PDAA's Wrap Team Challenge, a two-person team wrap competition with \$3,500 in prizes available. Visit the SGIA's website here for more info.

I hope you can all make some time in your busy schedule to come to the show and join us. We consistently hear that the comradery and relationships forged at the annual meetings are some of the most valuable aspects of being in the UASG. I haven't met all of you, but I'd like to.

As a reminder, please review our Code of Conduct. Our Code of Conduct is the backbone of the organization and it's what sets us apart from all of the other certifying bodies out there. Please go over this with your entire team so that they know and understand the standards to which we, as members of the UASG, are responsible for upholding. To file a complaint with the Ethics Committee, please do so at this link: <https://uasg.org/complaint-form/>, or visit our website and look under the "About" section.

See y'all in Vegas!

Chris Prenovost

Join the Conversation!

To share ideas, thoughts and concerns among the UASG membership in a private setting, access our closed Face Book page: <https://www.facebook.com/groups/UnitedApplicationStandardsGroup/>



www.facebook.com/unitedapplicationstandardsgroup

Current Board of Directors

Chris Prenovost	President
Mark Trumbull	Vice-President
Steve Reininger	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	
Julie Martin	
Mark Knoff	
Peter Beath	
George Carberry	Legal Counsel

Other

Sharon Paxton	Secretary, Certification Committee
Kip Johnson	Administrator, Treasurer
Jan Clippard	Secretary

Contact Us:

Questions / Comments: feedback@uasg.org
On The Web: www.uasg.org



United Application Standards Group



SGIA 2018

SGIA 2018 is just around the corner and if you haven't already made plans to attend, jump on it today! We're showcasing the launch of UASG University with three days of hands-on demos in the booth where you'll learn all about the new tools and training available through UASG U.

Five Schools of Learning, an admin dashboard, links to information about materials and install techniques, tech data and more are all quickly accessible by your installers through

the University website. This amazing resource is available exclusively to UASG members and you'll get your first in-depth look at it during SGIA 2018 in Las Vegas!

We will have four interactive stations set up in the booth to accommodate the large turnout we're expecting. And, the software developers who helped us design the look and technical features of the University will also be there for you to meet and talk with.

If you haven't been able to attend in a few years, this is the year to take a couple of days to see some fellow members you haven't seen in a while and talk with your Board. We're all going to be there! Make your plans today!

Check us out at the SGIA show, booth 4317!

WHAT IS UASG U?

UASG U is our very own on-line learning environment packed full of high quality videos, useful information about materials, application techniques, tech data and quick links to valuable resources that help our members accelerate their knowledge and proficiency in all things installation.

Six "schools" covering a range of topics from the science of installation to films and materials will challenge our members and reward their progress for successfully completing the programs. Learn and burn through the videos to move up in the rankings from a basic novice installer all the way to the highest level of achievement, the Bodhi. Behind the scenes, a secure admin dashboard gives managers the ability to measure their installers' progress through the schools as well as see how the entire team is doing.

But wait, there's more! A video library with valuable insight concerning best practices and business leadership will help our members solve tough problems while growing and managing their businesses.

UASG U is a game-changer that provides our membership with the best learning resources available on-line/ anytime, ensuring only the best trained, best vetted and most capable professional installers wear the 3M Certified Graphics Installation Company credential.





United Application Standards Group

New Members (Second & Third Quarter 2018)



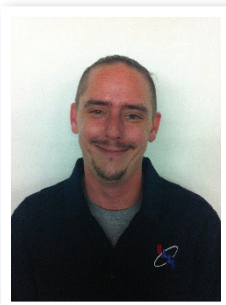
PICTURE THIS ADVERTISING

Trey Matula, President

925 Lafitte Street, Suite F
Mandeville LA 70448
504/684-1114

trey@picturethisad.com

Our President, Trey Matula, has a background in marketing and saw the future of advertising was in vehicle wraps. With the research backing his premonitions, in 2010, Trey started Picture This Advertising as a full-service print company specializing in vehicle and boat wraps. When Picture This was started, it was just a one man out-of-home operation which quickly grew to require a brick and mortar building with a team of experts. Team Picture This has sights set on a new building. We take great pride in helping our clients grow their business by listening to any and all needs. We provide full turnkey print services and help our clients find the best advertising medium for their dollar by transforming existing assets into marketing opportunities. Located out of Mandeville, Louisiana, we are in an amazing location to be able to service the entire Gulf Coast area, but we have even worked with an international clientele. We hope to become the premier wrap company for the Gulf Coast area! Our goal anytime we work with a new client is to help them grow their business in the most effective way we know of!



Tested Installer:
Charles Landers

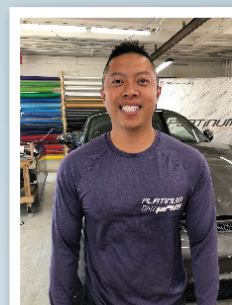


PLATINUM AUTO WRAPS

Triet Nguyen

445 Old Highway 8 NW
New Brighton MN 55112
612/229-5691

Trietnguyen763@gmail.com
platinumautowraps@gmail.com



Tested Installer:
Tien Truong

Platinum Auto Wraps/Tint Pros started life as Street Scenes Tint back in 2001 in a little shop in Brooklyn Park. Then it was moved to its current location in 2008 as the business grew beyond just tinting. In 2012, we started our sister company, Platinum Auto Wraps, after falling in love with the potential of vinyl and creative designs that we can bring to life. One of our installers received his 3M Preferred status in 2017, with the passion of improving the business. Today, we are a 3M Certified Graphics Installation company. Over the years, we have added a variety of services including:

- Design/Production
- Vehicle/Fleet wraps/graphics
- Paint Protection Film
- Detailing
- Ceramic Pro Coatings
- Commercial Tinting

This approach to growth has allowed us to become one of the best “one-stop shops” serving the metro area for over a decade now. We offer superior quality over our competition as is made evident by our reviews on Google and Facebook. The core value of our business is that our customers and the people who take care of our customers “our employees,” are always first priority.



iCANDY GRAPHICS, LLC

Mike Oliver, Owner

112 West Broadway Street
Prosper TX 75078
972/961-3275

mike@icandygrafix.com

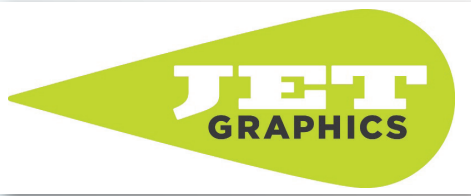


Tested Installer:
Mike Oliver



United Application Standards Group

New Members (Third/Fourth Quarter 2018)



JET GRAPHICS

Dave Miklos, Director of Operations

501 Sumner Street, #3B1
Honolulu HI 96817
808/441-4328
dave@jetgraphics.net

JET Graphics prints the big stuff, specializing in vibrant, large format graphics for indoor and outdoor applications, including retail graphics, wall coverings, event displays and vehicle wraps.

JET Graphics is constantly pushing the envelope, experimenting with new processes and technologies to help make your brand shine. We happily welcome challenging projects. As we tell our clients, "If you dream it, we'll print it."

JET Graphics is a part of the HONBLUE family of companies. For over 50 years, HONBLUE has been the established leader of printing services in Hawaii, relying on expertise, ingenuity and world class technologies to provide our customers with the best experience possible.



Tested Installer:
Dave Miklos



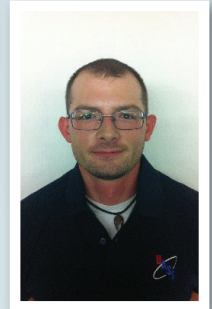
Tested Installer:
Gerard Porras



SUN SOLUTIONS

Gary Hair, Project Manager

220 Orchard Drive
West Columbia SC 29170
803/791-1786
Gary.hair@sunsolutionsusa.com



Tested Installer:
Andrew Reininger

Sun Solutions, established in 1983 with multiple locations in the southeast, is a complete graphic communications company. Our grand format division specializes in the production and installation for vehicle and fleet vinyl graphics and for interior/exterior commercial environments. Sun Solutions is a USAG Certified installation center and offers a 3M MCS Warranty on printed vinyl products. In addition, we offer design services, offset/digital commercial printing, mailing and fulfillment services.

We have built a large client base and reputation for delivering the most professional, reliable printed solutions in a timely manner.



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Parkway Bank Sports Complex Installed by New Image Technologies



This is a job that I was working for the last six months. After a lot of discussions and a few art revisions, the customer finally pulled the trigger. This install was a lot of fun. It also had a few unique challenges. Nothing really crazy, but it did take some thought.

We started by determining the height of the base line for the name. If it was too high, the sun would burn it out visually, but too low, and it would not be visible from all three major expressways that just happen to merge at that point.

The bonus was that the runways at O'Hare international Airport were in a direct line for take offs and landings. As you can see, they were only a couple of hundred feet above the dome. From a marketing standpoint, it was a win all around.

We were pretty lucky in the fact that this dome had been flattened in 13 seconds by a micro burst two years earlier. This meant, in the scheme of things, it took very little to clean it. Some simple soap and water.

There were several other challenges that we had to overcome. In order to get the base line of the name straight, we had to compensate for the cabling and the uneven surface. The dome could have as much as a 9" drop from the peak of the roof to the valley of the cable. This drop could cause the letters to skew up and down quite dramatically.

Once the base line was figured, it now came to the installation. Our crew is pretty accustomed to working with heights, but this one was a bit more difficult.

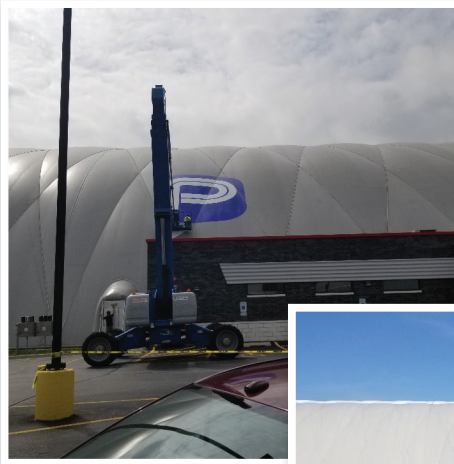
In order to install this graphic, they had to have the basket at a 20-degree angle. They were laying against the bars on the front of the basket. It's not the most comfortable way to work, but they did endure it. Then you add 90-degree temps with high humidity, and it was interesting. I had it pretty good, though, as I got to supervise from my air-conditioned truck.





United Application Standards Group

Parkway Bank Sports Complex Installed by New Image Technologies (continued)



It took about a day and a half to complete the long side. The short side was the more time consuming one. We had to get a 135 ft. boom lift in order to reach the area for graphics. Although they were only 40 ft. to the top, we had to contend with a 20-degree berm and we were about 12 ft. lower than the base of the building. What took so long to install was having the ground dry enough to support a 46,000 lb. lift. We had killer rain every 4 or 5 days. It seemed like as soon as the ground was hard enough to put the lift on, it the rain just let loose.

After a few weeks, we finally were able to complete the job. Our customer was just the best. They totally understood what we were dealing with and they were more than patient..

I cannot encourage everyone enough to never say no! Try to expand the skills and ability of your crews. This work is very rewarding when it's done. Your crew will take pride in their work and they will long to do that next undoable job. This is good for your company and our industry.

If anyone has any questions or jobs that they think they can't do, I encourage you to call me. I would be more than willing to assist you on how to understand the logistics of the job, how to quote the job and also how to complete the job. Just remember that everything you install is the same; it's just understanding how to reach and or compensate for the obstacles.

Take care to all.

Steve Reininger
Director of National Sales
380 Industrial Drive | South Elgin, IL 60177
Ph: 847-741-2922 | Cell: 847-812-1282 | Fax: 847-741-0002
steve@newimagetech.net



3M NEWS



Visit 3M at SGIA to learn more about our suite of tools at booth #2661



CORNER

Connection Made Easy

Going to SGIA this year? Connect with 3M expertise in the booth for hands on instruction and see our cutting-edge suite of tools – precisely designed to give you the support, service, and commitment you need to grow your business.

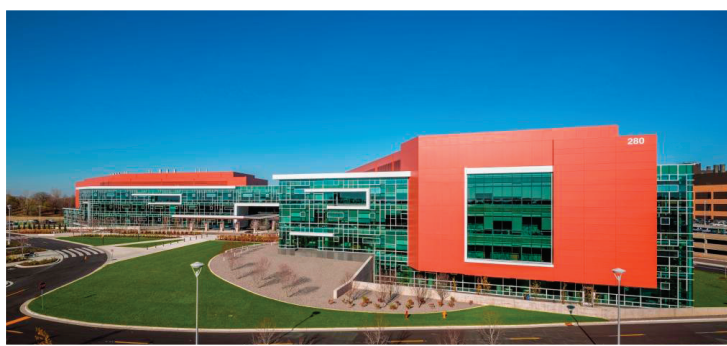
Sign up at the booth and see a live demo of the new apps and resources meant to help graphic manufacturers and installers grow their business. We will be giving away a wrap glove to everyone who signs up!

3M Adds Training and Testing Sessions

Demonstrating its commitment to the 3M Certified Graphics Installation Company program, 3M added additional training and testing sessions for 2018 (a total of six sessions were held during 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 tested 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 Carlsson Science Center. Please contact Sharon Paxton if you would like to register an installer for training or testing (sharonp@uasg.org).



3M Advanced Installer Training Classes

- Training for 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 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 (for up to 2 installers) 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 for scheduling.

Requirements Regarding Departure of Tested Installer

To comply with UASG requirements, you must notify Sharon Paxton (sharonp@uasg.org) should your tested installer no longer be employed. A replacement installer must be scheduled to attend testing within six months of the departure of your previously tested installer to avoid any possibility of losing your company's good standing as a member.



BE SECURE - BE AWARE - BE ON THE LOOKOUT FOR CYBER ATTACKS

The fastest-growing cyber-attacks in today's business landscape target something your IT department can't "patch" – the susceptibilities of human-beings. Below, you will find a list of the biggest tricks the bad guys are using today along with our suggestions for staying a step ahead.



Don't Fall For E-Mail Scams

Look out for e-mails that appear to be from a name you know, but an e-mail address you don't recognize. Especially watch for the e-mail address that appears when sending a reply. If it's different from the original, or simply different from the convention used for all employee e-mail addresses, that's a red flag. Unusual phrasing and unnecessary urgency are also indications of something...phishy. These attacks predominantly target HR, Payroll and Finance Departments and spike in frequency during the tax season. By the way, most of this applies to phone calls as well.

Maintain A Secure Password

As much as things change, some things stay the same. Your password is the gatekeeper to your access to business systems and data. You wouldn't give a thief a key to your house, right? Well, your password is the key to ours. It's generally agreed-upon that a strong password today is at least 8 characters and contains lowercase, uppercase, numbers, and symbols – or at least 3 of those 4. They should be changed occasionally and not easily guessed by anyone that has gathered basic information about you (your name, place of work, age, names of family, etc.). Simple patterns should also be avoided. While we're on this topic, why don't you destroy that sticky note you have at your desk with all your passwords written on it?

Don't Trust Unexpected Attachments Or Links

While this type of attack has subsided greatly in recent years, it's still out there in some forms. If you get an e-mail with an attachment that you weren't expecting, don't be so quick to trust it. That attached file called *Totallynotavirus.lnk* may, believe it or not, actually be a virus. Most commonly, these attacks come in from sources pretending to be major, well-known companies such as Microsoft, Google and ADP and may be formatted similar to the e-mails you actually do get from those companies. They may claim that "so-and-so invited you to view a document online" or "you need to reset your portal password." Borrow the tips from the e-mail scams section above and scrutinize that e-mail address. You can also detect these fakes by hovering over the links they want you to click and seeing if they would actually take you to the official websites of the company they claim to be from - google.com? – Sure - google.notactuallygoogle.com? – No!



BE SECURE - BE AWARE - BE ON THE LOOKOUT FOR CYBER ATTACKS

Don't Plug Mysterious Devices Into Your Work Station

This one is typically targeted at certain types of larger companies, but no one is completely safe. Don't plug weird stuff into your computer! It would be like eating unwrapped candy that you found lying in the parking lot...which you're more than welcome to do...but don't plug weird stuff into your computer! This has become a method of sophisticated, targeted attacks where a malicious payload is left on a USB flash drive and dropped on the sidewalk at a corporate campus, letting human curiosity do the rest.

Don't Trust Anything That Tells You That You're "Infected" (unless it has a PhD.)

You're generally more likely to see this type of warning from something that is trying to trick you than you are to see it from our actual Anti-Virus software. Years ago, malware developers realized it had become easier to skip the process of finding a way to infect a machine and just start telling people they were already infected. The solution they offer? "Download this removal software [Spoiler: it's the actual malware] to fix your computer!" These appear most frequently when browsing disreputable websites. The solution, beyond not falling for it, is usually to close the offending browser tab or force-quit your web browser entirely.

