

THE LEADING EDGE



United Application Standards Group



Note

From the President

Greetings All!

2018 has turned out to be a banner year for the UASG! We hosted one of the highest attended UASG events to date on the opening night of the SGIA Show in Las Vegas, where we exhibited for the first time ever! Even that event pales in comparison to the exciting launch of our industry's first accountability based training platform—the UASG University!

We've heard amazing stories of growth this year from many of our members, as the economy is roaring. One of the biggest challenges that continues to make that growth difficult to handle is training. This is precisely why the UASG has created the UASG University. Using dedicated log-ins for your company's admins and installers, you are able to get a new hire quickly up to speed on some of the basics of not only vinyl graphic installation, but the science behind vinyl film. Training is done via video lessons, with accompanying quizzes to ensure that the information in the video is not only watched, but also learned. Using your admin log-in, you can see everyone's progress. This allows you to hold everyone accountable for their progression. I don't know about you, but

I hear from my installers all the time that they want more hours, more money, etc. I have always encouraged them to seek out the various training platforms that are available out there, but simply put, they don't. The trackability provided by the UASG University will allow you to have direct conversations with your installers regarding where they stand and what they need to do to improve their skills to not only make themselves more money, but you as well.

2018 has been a year of tremendous teamwork by the Board of Directors. I'd like to personally thank Kip Johnson and Mark Trumbull for all of their hard work and time they put into making the UASG University a success. The program would not have come together so nicely without all of their efforts. Also, I'd like to thank Julie Martin and Ward Schneider for all of their help with the booth at the SGIA show. The booth was beautiful and we reached many members, potential members and graphic manufacturers who are looking for installers at the show.

Here's to an amazing 2019!

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	
Jonathan Crittenden	
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

Election Results

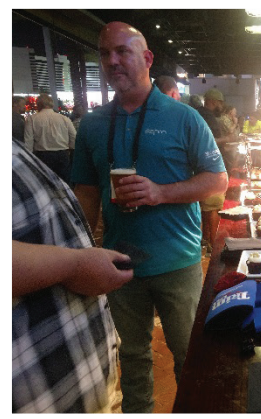
by Kip Johnson

The votes have been tallied and confirmed. Congratulations to John Carthey for being re-elected to serve another 3-year term and to Jonathan Crittenden for being elected to serve his first term as well.

UASG Social at SGIA

by Jan Clippard

Wow, what a turnout! We, at Trim USA, in conjunction with 3M, sponsored a record turnout social at Umami Burger at the SLS Hotel during the SGIA show in Las Vegas in October. We would like to personally thank each of you that attended and truly hope that you all had a great time! With around 200 in attendance, this was our best social to date. Hopefully, you had plenty of time to catch up with those you had not seen in a while and put names to new faces as well! We, at Trim USA, pride ourselves on customer connections and this event embodies that sentiment with the best in the industry! Whether you need stock of large digital format medias, heat transfer products, banner material, architectural or glass products or even cut vinyl, Trim is here to help! Check us out at www.trimusa.com or give us a call at 800.642.0959. We hope everyone has a wonderful and safe holiday season and that we get a chance to speak with you soon!





United Application Standards Group



By Steve Reininger

I would like to take a few moments of your time to refresh the UASG University. For those members who still may not have heard about this new learning tool, the "UASG U" was developed by Mark Trumbull and Kip Johnson.

I recently had the opportunity to actually make a few of the videos. I did them on removals and safety. I chose removals because I have been doing them for over 40 years and I also touched on some safety tips. I really had a great time doing them. It took about 5 hours of filming and then the videographer a day or so to edit. I intended to do a shorter clip, but it ended up being made into 3 or 4 videos since I got a little long winded. The best part of making these was I was able to check off "becoming a movie star" from my bucket list!

All kidding aside, these 50+ interactive videos can be found on the UASG website in the Member's area. Once you log in and access the Member's area, you will see the logo for UASG U on the bottom right-hand corner. You need to set up a company account with UASG U but this is very easy. Even us old school guys can do it! Once you set this up, you can then have all of your installers set up a separate account and you'll be able to track their progress.

Now that you have set up your accounts, you simply watch one of the many individual videos. They are for the most part, only 3 to 5 minutes long. After each video, you will then take a test. There are just 4 to 6 questions. If you miss one, you will be able to go back and review the video and answer the questions again that you may have missed. As you complete these videos, you will progress through three different levels. The first is Novice, the second is Master and the highest level of achievement is Bodhi.

This is a great opportunity to help all members achieve the skills and knowledge needed to become the very best they can be. It will also help the newer guys coming into our industry to get a base line of the knowledge and skills. These skills can then be enhanced by your senior installers, and ultimately, they will develop their own method of installing.

Another good thing about these videos is it helps to create some friendly competition between your installers. This could then lead to team building, which creates a better work environment. I cannot encourage everyone enough to check out the "U." Even the most seasoned installer can learn something

If you have any comments or interest in a subject that you would like to see added, please contact Kip or a Board member. We are always looking to improve and increase our library of educational videos.

I wish everyone a happy holiday and hope that each of you has a chance to relax with family and friends.

Steve Reininger

Director of National Sales

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Get the most from your UASG Membership



Edit Profile

Update your company information or your username/password.

[Update your company information](#)
[Update user profile](#)



Purchase Tools

Purchase tools at discounted rates for UASG members only.

[Order online now](#)



Documents & Downloads

Access UASG-only files and information to help you better your business.

[See documents](#)



UASG Member Exclusive
Short Roll Program



Affiliate Resources

Our network of affiliates offer a great number of resources and special deals.

[See all affiliate resources](#)



Membership Renewal

Need to renew your membership for the following year?

[Click here to renew now](#)



UASG University

Click on the logo to access UASG University and start learning and earning status! Be a pro!



United Application Standards Group

UASG Fall Meeting Recap

Kip Johnson

This year, the UASG became a member of the SGIA so we could rent a space at the show in Las Vegas and roll out the newly founded UASG University to our members and others who might be interested in joining the UASG. Our current and prospective members were able to explore the University through hands-on training and it was a great success! Several members were able to set up an account, watch a couple of videos and take the corresponding tests. This gave them a trial run with experienced personnel standing by to help if needed. The goal is to have every member of the UASG create an account and then reach our highest level of achievement, Bodhi (or “Bo” for short). Bodhi means “supreme knowledge or enlightenment” and who wouldn’t want an installer with that type of credential?

Search Engine Optimization (SEO)

Kip Johnson

We would like to encourage all of our members to create a link to the UASG website on your homepage. There is currently a total of 1,594 URLs pointing to UASG’s website. Third party backlinks are like a third party vouch for our credibility on Google. Every website should strive to have as many backlinks from reputable sources as possible. By doing this, Google will give us preferential treatment when potential customers are searching for UAS/ 3M Certified companies.





United Application Standards Group

New Members (Fourth Quarter 2018)



GRAPHIC IMAGING

Kathy Keller, Owner

6310 Easton Road
Pipersville PA 18647
215/766-7927 (o)
215/312-2086 (m)

kkeller@graphicimaging.com

Graphic Imaging is a woman-owned business founded in 1993. Our business provides services such as design, fine art reproduction, large format printing and certified installation. Our flexible, one-on-one approach with each client, has earned us a reputation as a top-quality graphics firm with a strong emphasis on customer service. Meeting our clients' vision has been our catalyst to success.



Tested Installer:
Brian Stasik

visibility

VISIBILITY SIGNS & GRAPHICS

Lance Walker, CEO

2225 S 5370 W
West Valley City UT 84120
801/456-1900 (o)
801/850-8840 (m)

Lance.walker@visibilitysign.com



Tested Installer:
Devin Andrews

Visibility is headquartered in the Salt Lake City, Utah area. Here are three things that make us different:

1. Experience with large vehicles like full-sized tanks and trailers - we are in the heart of the trucking industry for the Western U.S. and one of our company owners started the Freightliner and Sprinter dealerships here in Salt Lake City
2. Specialty design capabilities - we can create any artwork a client may want from scratch (custom illustration, digital paintings etc.) and handle the intricacies of large-scale artwork that presents unique scaling and tiling challenges
3. Combination installations - we specialize in graphics production and installation, but can also handle dimensional or electronic signs, so you don't have to hire multiple installers for the same job.

Our team is excited to be one of the newest members of the UASG. We have worked with several members on installations we have had around the country, and have been impressed with the quality and professionalism of the group. Thanks to all of you who have already helped us, and to those who have sent business our way as well. We look forward to continuing our work with the group.

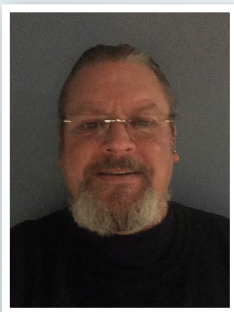


Patriot Vehicle Graphics, LLC

Don Barnett, Owner

5636 Pleasant View Road
Memphis TN 38134
901/581-1893 (o and m)

patriotwraps@gmail.com



Tested Installer:
Don Barnett

After retiring from the U.S. Navy, founder, Don Barnett, established the company in 2009 with his son, Chris. His son, Brian, came onboard in 2017 as Production Manager. The business started in Atoka, TN and moved to Memphis, TN in 2015 and has continued to grow year after year. We have a high volume, large format production capability as well as a 10-bay installation facility.

We have an awesome and talented staff of designers, installers and salespeople who are all committed to meeting all of our clients' needs.

PVG Customs specializes in designing and installing custom one-off, award-winning wraps. Meanwhile, PVG Fleet focuses on designing, printing, packaging, shipping and installing our products anywhere in the country. Our team serves fleet management companies, leasing companies as well as commercial clients nationwide.

JUST TO CLARIFY A COMMON MISNOMER

Sharon Paxton

Many members, both new and those that have been members for many years, frequently refer to their installers as a "3M Certified Installer." When the UASG was organized in 2000, this was the correct terminology. However, in 2010, when 3M introduced its 3M Preferred program and multiple other categories for which an installer can test and be "certified" (Di-Noc, paint protection film, window film, etc.), the term "3M Certified Installer," which previously referred only to vinyl installation, was eliminated and all UASG member companies were no longer referred to in this manner; rather the term "3M Certified Graphics Installation Company" was introduced. The installers who test on behalf of the member company should properly be referred to as "tested installers" and not a "3M Certified Installer."



United Application Standards Group



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New 3M™ Wrap Film Series 1080 colors!

And did we mention, Chrome is 60" rolls

www.3M.com/1080Films





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3M™ Graphics Install Wizard and the 3M™ Graphics Hub

Graphics manufacturers and installers wear many hats. They're artists, highly-skilled technicians and business owners. Along with offering quality materials and training opportunities to successfully execute installations, 3M is now introducing two new digital tools to help shop owners grow their businesses: the 3M™ Graphics Install Wizard and the 3M™ Graphics Hub.

The Graphics Install Wizard is a new software application that helps both shop owners and installers. Shop owners can access a database of installers based on location and capabilities, as well as list job opportunities, accept bids and book jobs. It also helps shops manage a consistent workflow and stay organized, serving as a platform to share job details, documents, completion photos and more. For installers, the Wizard is an opportunity to increase visibility and receive more installation work by bidding on new projects.

"The Wizard makes install management easier, especially now as we work faster in the field" said Nick Lowry, owner of Brand Ink. "It's a single source of information at your fingertips in the field and offers live project status updates at the office. It makes installation management as smooth and precise as our installations are."

"The Wizard logs every step of the job," said Ryan Donovan, Operations Manager of Grafix Shoppe. "Having that history helps everyone be more accountable if there's an issue."

The Graphics Install Wizard is linked to the new Graphics Hub, which is a free online resource center for graphics manufacturers.

The Hub offers valuable educational resources, news on the latest innovations, information on different 3M training programs as well as a look at the latest trends. In a demanding industry, the Graphics Hub aims to help GM's keep the creative juices flowing and stay ahead of the competition.

There is no cost to sign up for and review the Graphics Install Wizard and it is a free service for graphics manufacturers who use it to locate and manage external installers. There is a nominal monthly subscription fee for managing internal installers as well as a per-job fee for installers who accept and complete jobs through the software.

The Graphics Install Wizard is available for desktops and soon as an IOS app. The software is open to the industry, giving everyone a chance to use the tools. To learn more about the Graphic Install Wizard and the Graphic Hub,

[Sign up at 3M.com/GraphicsWizard](http://3M.com/GraphicsWizard).

3M Science. Applied to Life.™

Get streamlined.

3M™ Graphics Install Wizard
A new software application to manage installation workflow and find installers.

Prepare to be organized. Really organized. Meet the 3M Graphics Install Wizard, a new software tool to help you manage and streamline your installation workflow. Graphics Manufacturers get access to more installers, and installers get more opportunities. Save time. Grow your business.

Manufacturers, manage your flow.
A whole new way to work. Be more productive, assign jobs to your in-house crew or find an external installer, manage and complete jobs. More time, fewer headaches.

Installers, make your mark.
Imagine what you can do. Bid on the jobs that are perfect for you and get new opportunities. Check the weather on install day. Upload photos and close the job faster.

On to the next one.
At the office, on the jobsite, or on the go, get easy access to everything you need. It's all in one app - so you can quickly move on to new opportunities.

Sign up at 3M.com/GraphicsWizard

Commercial Solutions
3M Center, Building 220-100-04, St. Paul, MN 55144 USA

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3M Mobile Training Vehicle

Mike Stavreff

Industry leader in innovation, 3M Commercial Solutions is thrilled to offer the 3M Mobile Training Vehicle to our 3M Certified Companies. This state-of-the-art Mobile Training Vehicle delivers hands-on installer training to central locations in towns across the country. It extends the current 3M training capabilities even further, making quality education more accessible. The goal is to help more installers develop their skills and confidence.

The training vehicle is a 40-foot mobile application center fully equipped to provide training on the application of graphics and architectural films. Participants can expect to learn up-to-date and relevant installation techniques, industry best practices and 3M specific solutions.

“With the 3M Mobile Training Vehicle, we want to provide a convenient, comprehensive and hands-on education that the students can use every day,” said Kimberly Tostrud, Product Marketer with 3M Commercial Solutions. “One of the greatest benefits of the 3M Mobile Training Vehicle is the hands-on experience trainees will receive, with 80 percent of instruction time dedicated to product application by the students. The opportunity to gain application experience under the guidance of authorized trainers, who are expert installers themselves, provides students with a unique experience that goes far beyond watching a demonstration, workshop or listening to a lecture.”

Corporate Installations was the first UASG member to host the 3M Mobile Training Vehicle in early 2018, followed by New Image Technologies who hosted in April and others followed. Per Steve Reininger at New Image Technologies, “the trailer was outstanding. It was pretty much a duplication of the 3M training center in Minnesota.”

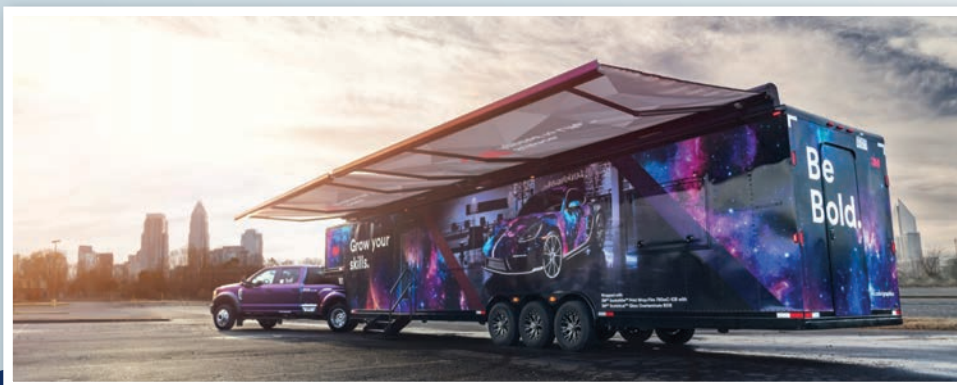
“The 3M Mobile Training Vehicle is equipped with different application surfaces for students to work with including partial vehicles for commercial applications, a variety of wall types, fleet panels, floors, windows for glass applications, a classroom and more. Trainees will have the opportunity to practice with 3M products such as 3M™ Print Wrap Films, 3M™ Wrap Film Series 1080, 3M™ Knifeless Tapes, 3M™ DI-NOC™ Finishes and 3M™ Fasara™ Glass Finishes,” said Beau Hommes, 3M Application Development Engineer. “The training also offers the attendees an opportunity to utilize industry relevant tools to make their installations more successful.”

3M Commercial Solutions helps customers worldwide build brands by providing total graphics and light management solutions. 3M manufactures or certifies lighting solutions, graphic films and graphic protection, flexible substrates as well as inks and toners used to create finished graphics that are consistent, reliable and durable.

To learn more about the costs and availability of holding a training session with the 3M Mobile Training Vehicle, contact Mike Stavreff, UASG Board Member, at MfStavreff@mmm.com with your interest in hosting the vehicle.



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mfstavreff@mmm.com | www.3M.com | www.3Mgraphics.com





CORNER



3M Adds Training and Testing Sessions

Demonstrating its commitment to the 3M Certified Graphics Installation Company program, 3M added additional training and testing sessions in 2019.

3M wants to provide for our 220+ 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 Carlson 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

- 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) 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.





2019 **Training**/Testing Dates

February 4, 5 and 6 (**training**); 7 and 8 (testing)

TRAINING CLASS AND TESTING SESSION ARE FULL

March 11, 12 and 13 (**training**); 14 and 15 (testing)

April 8, 9 and 10 (**training**); 11 and 12 (testing)

July 8, 9 and 10 (**training**); 11 and 12 (testing)

August 5, 6 and 7 (**training**); 8 and 9 (testing)

October 21, 22 and 23 (**training**); 24 and 25 (testing)

“PLEASE NOTE: Availability for any testing session is not guaranteed without confirmation of an applicant’s notification that they have been approved by the Board of Directors to attend testing. This also includes any existing member wishing to send one or more installers to become additional tested installers for their company. Please check with Sharon Paxton (sharonp@uasg.org) to be sure there is space available for the particular session you wish to have your installer attend prior to making any plans to attend.”





Email Spoofing

Kip Johnson

I get calls from time to time asking if I sent an invoice to a UASG member and every single time the answer is NO! That's not to say I don't send invoices, because I do all the time. But most members see something that doesn't seem right in the email or know that they didn't order tools, etc. Detecting an email that is spam, or in this case "Spoofed," is easy to identify. Simply look at where the email address came from. If it clearly shows kip@gkipland.com, it is legitimate. Spam and spoofed emails will come from other sources, such as wizard@trainwreck.ru or some other ridiculous address. Above all, never click on an attachment unless the return email address is the one listed above. I send out invoices for annual membership dues, testing for additional installers and tools. And I send out attachments that contain the newsletter. Pretty much everything else you get from me should be treated as suspicious.

What is Email Spoofing?

Email spoofing is the process of forging an email address to make it look like is sent from a known email address. Basically, in a spoofed email the from: field is modified to make it look like the email is coming from a person the recipient knows. The result is that the email recipient sees the email as having come from the address in the "From: field;" but if they reply to the email it will go to Reply-to email address which is an email address the spammer might have setup to receive those replies.

Why is email spoofing possible?

Spammers forge these headers using certain commands to make it appear that is coming from a different source than its original one.

What is the Easiest Way to Identify a Spoofed Email?

The easiest way to identify a spoofed email is by examining the characteristics within the email very closely. A spoofed email will rarely address the recipient directly and will use terms like "Hi, Hello, Good Morning or formal terms like Sir or Madam or no addressing at all. Unless the person is being targeted directly, spammers send those emails in a batch, so no one is addressed individually. Also, you can identify a spoofed email by looking at the "Internet header" there you should be able to see the original source of the email. If after checking all and you are still unconvinced that the email is fake, then call me on the phone and ask if I really sent the email. Don't ever reply to the email if you are unsure!

Kip Johnson
Treasurer, UASG
kip@gkipland.com
336-687-2225





3M Price Increases for 2019

Tool prices will show a modest increase for 2019. The website will be updated to reflect the new pricing around the first of the year.

IT'S ALMOST MEMBERSHIP RENEWAL TIME

Sharon Paxton

That time of year is almost upon us – dues invoices for 2019 membership renewal will be sent to your company's UASG contact in mid-January from kip@gkipland.com. Just a quick reminder about the renewal process. Paying your dues, either by credit card or check, does NOT complete the annual renewal. You will need to log into the UASG website (www.uasg.org) and once the "Welcome" page appears, scroll down to "Membership Renewal" to complete the indicated form. Verification of employment for your tested installer must be provided as well. This would consist of a copy of the installer's most current paystub. We are not interested in salary, so if you wish, you may certainly block out any monetary information. Once the on-line form has been completed and the verification of employment has been sent, payment of the dues should be made, either by continuing on the Membership Renewal page via credit card or via check mailed to:

UASG
Attn: Sharon Paxton
8265 E. Serene Ridge Lane
Anaheim CA 92808

Your cooperation in following the above procedure will make the renewal process a much easier task!

