

# THE LEADING EDGE



**United Application Standards Group**



## Note From the President

As the final weeks of 2021 fade into the rear view, I'm investing more time in strategic planning than I've done in a decade. Like 75% of the UASG membership, my company is an installation service provider and manufacturer which means labor shortages and supply chain issues are a constant in the daily briefing. The continued success of my company – and yours – requires a thoughtful use of time, talent, and resources to navigate the uncertainty that lies ahead.

Within the theme of planning for 2022, the UASG Board of Directors recognized the needs of the membership have evolved as our numbers have increased and our partnerships became more sophisticated. The timely attention necessary to explore opportunities for our members and work with our partners, particularly 3M, is greater than an all-volunteer Board can provide on a daily basis. We need to react faster, our brand needs to be more prominent in the spaces that provide opportunities for business, and we need active management to further the strategies designed to grow the influence of our organization.

To address these issues, the UASG will undergo a fundamental structural change by implementing a full-time, compensated Executive Director to manage the daily operations of our 250+ member organization. I am pleased to announce that Mr. Kip Johnson has accepted this inaugural position. For more than twenty years, Kip has been instrumental in the growth and stability of the UASG serving as an Officer on the Board of Directors and performing new applicant interviews. Kip is known by almost every member in the UASG, has deep connections within the graphics industry and significant experience as a chief executive, and served in the role of UASG National Director of Business Development in 2021. Please take a minute and welcome Kip to the new role.

After much discussion, we are retiring the old logo and adopting the new UASG logo previously released for UASG U only. This new logo represents part of an overall strategy to refresh our brand and bring value to the membership in 2022. We'll make the new logo files available to everyone on the website.

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### 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/>

Connect via Instagram: [\\_uasg](#)



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

### Current Board of Directors

|                 |                                      |
|-----------------|--------------------------------------|
| Mark Trumbull   | President                            |
| Ward Schneider  | Vice President                       |
| Steve Reininger | Chairman,<br>Ethics Committee        |
| Lloyd Paxton    | Chairman,<br>Certification Committee |
| Mike Stavreff   | 3M Representative                    |
| Rick Paukert    | 3M Representative                    |
| John Carthey    |                                      |
| Greg Ford       |                                      |
| Peter Beath     |                                      |

### Other

|               |   |
|---------------|---|
| Sharon Paxton | Secretary,<br>Certification Committee                                     |
| Kip Johnson   | National Director of<br>Business Development,<br>Administrator, Treasurer |
| Jan Clippard  | Secretary   |

### Contact Us:

Questions / Comments: [info@uasg.org](mailto:info@uasg.org)  
On The Web: [www.uasg.org](http://www.uasg.org)





Also, we commissioned the development of a new recognition plaque that will go out to all current members after the first of the year. Many different graphic designers worked from a creative brief that included a unique WOW factor and professional look members would be proud to display. With your annual renewal, you'll receive a polished metal replacement plate validating the new year. The UASG is the most respected professional installers organization in the United States and this membership plaque is a symbol of our commitment to each other, to our craft, and to our standing in the industry.

Finally, are you ready for a membership meeting? It's been too/two long years since we've gathered and we need it! We are currently planning a meeting to coincide with Print United in Las Vegas in October 2022 but we're several steps from providing any details. We're also considering a contingency in either Texas or Florida to provide an alternative to unforeseen restrictions should they emerge. We would love to see 100% participation at this next event, it will be epic!

Your membership in the UASG includes the most valued credential in the profession – **3M Certified** Graphics Installation Company. Along with discounted tools, access to AllData information, travel discounts, and access to UASG U, perhaps the most important benefit is the relationship we have with each other to help you with business opportunities that would otherwise be difficult to support without the national reach of the members of the UASG.

I have a sign outside our office that reads "Be kind to someone today." I see it every morning on my way in and it helps set the right tone to start the day. Give it a shot, it's better than complaining and what you get back is absolutely worth it.

Let's welcome 2022!

*Mark Trumbull*  
[mark@thedigitalcompanies.com](mailto:mark@thedigitalcompanies.com)







**United Application Standards Group**



**Instagram**

**We're on Instagram!!**

Instagram has been around for well over 10 years and has proved to be a great marketing tool.

By joining Instagram, we are able to create a presence for the UASG, connect with fellow members and get in front of potential clients.

We'd like to feature members frequently so please come follow us @\_UASG & send a DM to be featured.



## New Members (May - December 2021)

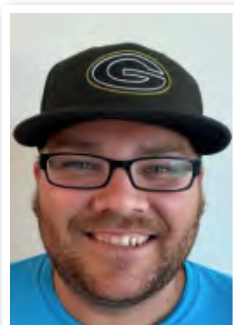


### FASTSIGNS OMAHA

Robert Danielson – President

751 N. 114th Street  
Omaha NE 68154  
402/493-7960

[Robert.danielson@fastsigns.com](mailto:Robert.danielson@fastsigns.com)



Tested Installer:  
Shawn Cullinane

FASTSIGNS is the visual ideas company that helps businesses of all sizes raise their business visibility, reach more customers and accomplish more than they ever thought possible. Our marketing-savvy FASTSIGNS consultants provide insightful visibility strategies and planning, expert project services and execution, and a wealth of product solutions, from signs and graphics to digital displays and interactive tools. When you have a business challenge – introducing a new product, opening a new location, increasing sales or hosting an event – FASTSIGNS can help you from start to finish.

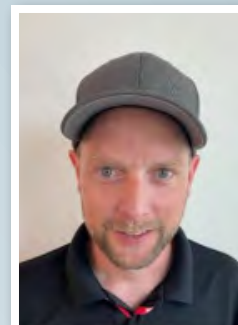


### PIXELWERX, LLC

Jonathan Carlson – Installation Manager

12864 Highway 55  
Plymouth MN 55441  
763/331-3001

[jcarlson@pixelwerx.net](mailto:jcarlson@pixelwerx.net)



Tested Installer:  
Jonathan Carlson

Pixelwerx is a graphics company in Plymouth, MN. We have more than a decade history of managing, designing, producing and installing large format graphics projects. We believe in operating with integrity, working hard, working smart and with so many options at our disposal, providing you with the best options.

With thousands of material options and the experience to use them, we can formulate a thoughtful solution to your important projects!



### BMG FLEET INSTALLATIONS

Craig George - Owner

415 E. Wabash  
O'Fallon MO 63366  
636/294-5750

[cgeorge@bmgfleet.com](mailto:cgeorge@bmgfleet.com)



Tested Installer:  
Zach George

BMG Fleet started in 2001 as an OEM Contractor. We have installed graphics on over 50,000 vehicles since we started. We have also installed Masterack commercial vehicle products on thousands of units from coast to coast. We are a family owned and operated company with over 35 years of combined experience, and have a reputation of going above and beyond our customers' expectations.

BMG is the only single source for both commercial van products and large format graphics. Our local roots and dedication to this community in combination with our strong work ethic and custom capabilities have allowed BMG to grow into a local leader in the van up-fitting / graphics industry.

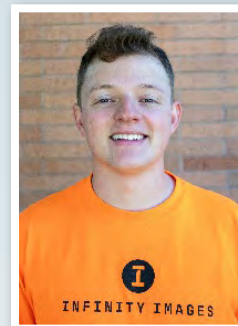


### INFINITY IMAGES, INC.

Andrew Munson – Installation Manager

5600 NE Hassalo Street  
Portland OR 97213  
503/232-4544

[Andrew.munson@infinityimages.com](mailto:Andrew.munson@infinityimages.com)



Tested Installer:  
Stayton Peterson

Infinity Images is a large format printing and fabrication house locally owned and operated in Portland, Oregon. Founded in 2000, we have earned our place as a trusted partner for brands with a story to tell. Our success is made possible by utilizing state-of-the-art technology, sustainable operating methods, empowering the sharpest minds to work together, and the relationships we form with our clients and vendors. From ideation to installation, we strive to provide our clients with exciting solutions and bring their visions to life.

Our experienced team specializes in producing and installing custom graphics and dimensional displays. Our installers have covered hundreds of thousands of square feet in custom wallpaper, vinyl, and architectural finishes for some of the world's most recognizable brands. We're excited to join the UASG network and become a Certified Graphics Installation Company through 3M!

Learn more about us at [infinityimages.com](http://infinityimages.com) and follow along on Instagram at [@infinityimagespdx](https://www.instagram.com/infinityimagespdx).





## New Members (May - December 2021)



### CUSTOM GRAPHIC SERVICES

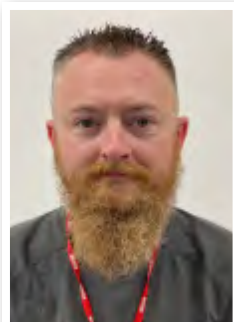
FLEET · RETAIL · ENVIRONMENTAL

#### CUSTOM GRAPHIC SERVICES

Zebulan (Zeb) Farmer - President

4775 Portland Rd., NE  
Salem Oregon 97305  
503/390-7000

[Install.cgs@gmail.com](mailto:Install.cgs@gmail.com)



Tested Installer:  
Zeb Farmer

Helping clients elevate their brands since 1994.

We are a third-generation installation company with locations in Oregon and Central Texas. Our fleet of trucks combined with our locations permits, so that we can focus our skills on providing clients with the highest level of installation expertise.

Integrity. Quality. Accountability.

Custom Graphic Services began in 1994 offering specialized services in vinyl graphic installation under a family-owned corporation. Through the years, the company has remained a strong partner to many clients and has adapted its services to accommodate the industry changes that is commonplace among marketing and advertising.

Today, Custom Graphic Services is in the hands of its third generation and continues to offer specialized services based on the needs of our growing customer base. Our current President, Zeb Farmer, has literally spent his lifetime in installation, aside from a 4-year break to proudly serve in the United States Marine Corps.

Integrity, quality, and accountability have been our foundation from the beginning, and we continue to hold ourselves and our installers to the same standards.

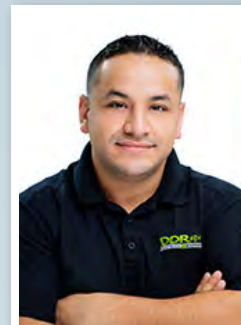


#### DORAL DIGITAL REPROGRAPHICS

Beatriz Pereira – Office Manager/Sales

5701 NW 179TH Ave.  
Doral FL 33166  
305/704-3194

[betty@ddrepro.com](mailto:betty@ddrepro.com)



Tested Installer:  
Carlos Miranda

DDRepro Graphics and Marketing is a Local family owned and operated Design, Printing, Signage & Wrapping company, located in Miami, FL. We create fully integrated designs with a sophisticated edge and distinctive point of view. Our main goal is to offer clients creative ways to make their projects stand out above the rest. We are certified DBE, SBE and approved vendor for Miami Dade County Public Schools. Our latest addition has been our 3M Graphics Installation Company Certificate and we couldn't be happier. Some of our clients are Miami Dade County, City of Miami Beach, Burger King, Carnival Cruise Lines, Princess Cruise Lines, Wrapify and City of Bal Harbor just to name a few. We love what we do and know the importance of learning new skills in order to give our clients the best possible experience.







## New Members (May - December 2021)

### INTERSTATE GRAPHICS

Chris Bongard, Owner

744 Bethlehem Pike  
Colmar PA 18915  
215/716-5150

[chris@interstate-graphics.com](mailto:chris@interstate-graphics.com)

Tested Installer: Brad Smith



Interstate Graphics was started by neighboring company Interstate Fleets in August of 2008. We are about quality and it is our goal to provide you with professional, personal, and friendly service in a welcoming environment. At Interstate Graphics, we are dedicated to your complete satisfaction. Our philosophy of always putting our customers first enables us to outperform other vendors in delivering high quality service. We pride ourselves in taking the time to learn about your business and the unique challenges you face. After a complete understanding of your goals, we will work with you to tailor a customized solution!

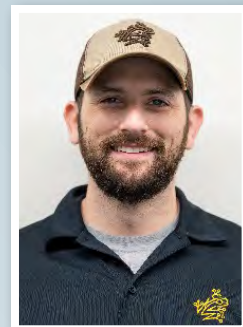


### YELLOW FROG GRAPHICS

Kyle Arnold, Sales and Marketing Manager

5602 Corporate Drive  
St. Joseph MO 64507  
816/233-3374

[Kyle.arnold@yellowfroggraphics.com](mailto:Kyle.arnold@yellowfroggraphics.com)



Tested Installer:  
Sawyer Vertin

Yellow Frog Graphics is a premier provider of custom vehicle graphics, wraps, environmental graphics, apparel and custom signage located in St. Joseph, MO. We were created as another division of our parent company Transwest in 2017 as solution to a graphics problem our sister company Summit Truck Bodies was having. They needed OEM decals quicker and needed a better product to go on their vehicles, so the idea of Yellow Frog Graphics was born, but with a bigger vision of where we could grow the business. We specialize in fleet graphics solutions for companies all across the United States. Our team works with our customers to provide top-notch service, design, products and installation for their business, organization or personal project. Using leading-edge design and installation techniques each one of our orders is tailored to customer specifications to ensure quality, accuracy and timeliness. Our Design-Produce-Install process is streamlined to ensure a premium customer experience with a premium finished product.

We originally started with three people and a small office, a small production room and one installation bay. Now we have a purpose built state-of-the-art 25,000 sq. ft. facility can handle a project of any size and over 25 employees. Our facility boasts 10,000 sq ft of offices, meeting rooms, design room and production area. Our installation area features seven installation bays with three pass through bays to pull three tractor trailers in with plenty of room to work on and drive right out the other side. We have three Lowen Certified 3M Preferred Installers on staff and now one UASG 3M Certified Installer. We are constantly striving to ensure we provide the absolute best service and products for our customers and always uphold the highest of standards. We are excited with the future of our company, as we steadily grow a business we all love to be a part of.

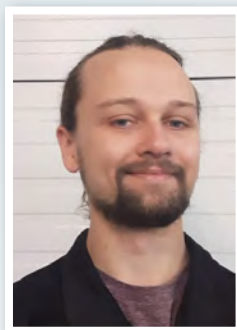


### THE MPX GROUP

Theresa Darsow, Administrative Assistant

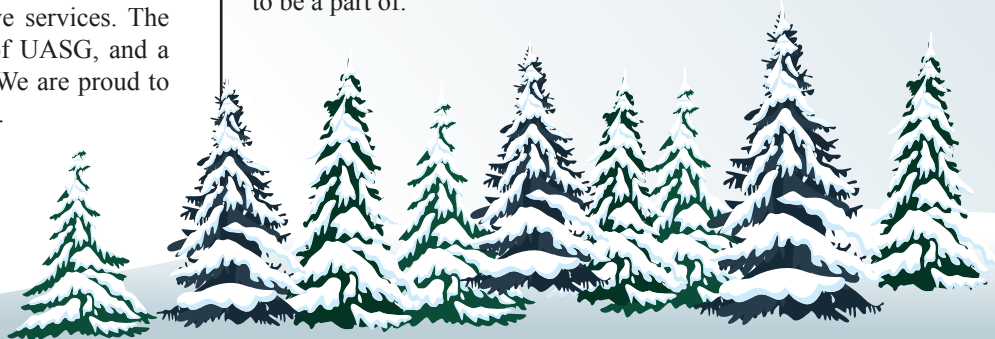
7105 Medicine Lake Road  
Golden Valley MN 55427  
763/553-1630

[tdarsow@thempxgroup.com](mailto:tdarsow@thempxgroup.com)



Tested Installer:  
Nate Oberg

Our company started in 1987 as a small quick printer in a strip mall in Plymouth, Minnesota. In the past 34 years, The MPX Group has grown to be a leading commercial printing and marketing company, with clients across the country. Our state-of-the-art 25,500 square foot facility incorporates digital and offset printing, large format, and specialty processes, along with design, mailing, database services, promotional products, and marketing support, so our clients receive even faster and more cost-effective services. The MPX Group is looking forward to being a part of UASG, and a Certified Graphics Installation Company for 3M. We are proud to announce that Nate Oberg is now a Tested Installer.







## New Members (May - December 2021)



### ORIGINAL GRAPHIC WRAPS

Zack Butrus – President

23645 Van Dyke Ave.

Warren MI 48089

586/842-1551

[zack@originalgraphicwraps.com](mailto:zack@originalgraphicwraps.com)

Tested Installer:

Zack Butrus

Established in 2018, Original Graphic Wraps is one of the top-rated stores in Michigan. We take pride in our work along with our affordable and flexible work. Original Graphic Wraps, custom vinyl wraps for your cars, boats, trucks, SUVs, trailers, wall murals, window, and floor graphics.

We own a building with 6,000 sq that can fit your fleet of vehicles, boats, trucks, etc. Our business is team-friendly we all work together as a team to get the job done in the right way to meet customer satisfaction. Not only Michigan but, Original Graphic Wraps can also travel to any place in the United States. In 2019 the president of Original Graphic Wraps became a 3M preferred graphics installer then, in 2021 we became a family member of UASG and a certified graphics installation company for 3M.



### UNITED WRAP AND GRAPHIC SOLUTIONS, INC.

Liliana Maldonado – Co-Owner

16983 Concord Drive

Conroe TX 77385

832/909-9329

[Unitedwrapandgraphic@gmail.com](mailto:Unitedwrapandgraphic@gmail.com)



Tested Installer:  
Carlos Maldonado

United Wrap & Graphic Solutions is a family-owned business thriving out of Houston Texas. We specialize in fleet graphic installation and work nationwide. Our mission is making the impossible possible! 500 trailer fleet in a little over a month, 1,000 truck fleet in two months completed. We have believed that with God nothing shall be impossible and attribute all our accomplishments to him.





## Data Breaches Commonplace

There have been news articles circulating of a major LinkedIn data breach. It appears that a more accurate assessment of the incident is that someone misused the platform to scrape a tremendous amount of already semi-public information for employers, packaged it, and is selling it on the web.

*Some ~700 million user accounts are contained in the data, about 92% of the userbase. It contains the following information:*

*Email Addresses, Full names, Phone numbers, Physical addresses, Geolocation records, LinkedIn username and profile URL, Personal and professional experience/background, Genders, Other social media accounts and usernames.*

This is not the first time that data on LinkedIn is being used for malicious intent. In fact, it's been one of the biggest resources for organized phishing/scam operations for years. This payload of data will, however, usher in an associated up-tick of sophisticated attacks in the coming months.

Those of you in finance and human resources are the primary target for phishing attempts because you hold access to payroll and banking accounts. Be aware that external entities have enough information to very convincingly impersonate your employees, even so far as to confirm home addresses, employment history, etc. The only thing they need to sidestep spam filtering and impersonate your employees over email is a compromised email address on an otherwise reputable email server elsewhere on the internet which isn't as hard to acquire as you'd hope.

The best practice is to always verify financially sensitive actions with employees via another form of communication. In-person is best, via their verified phone number works too.

These issues have been getting progressively worse over the past several years with significant advances in technology fueling criminal activities. Keep your guard up and never trust an email asking for personal information. Always verify this request in person or via a phone call.







## **3M Training Class and 3M Certified Testing Sessions**

If you would like to schedule an installer to attend training (for either one, two or three days at a cost of \$400.00 per day) or would like an additional installer to attend testing (at a cost of \$500.00 for up to two installers), please contact me via e-mail ([sharonp@uasg.org](mailto:sharonp@uasg.org)) or via my mobile number (714/329-6156).

### **2022 Training/Testing Dates**

#### **Week of February 14 – 18**

Training Monday, Tuesday and Wednesday 2/14, 15 and 16  
Testing Thursday and Friday 2/17 & 18)

#### **Week of April 18 – 22**

Training Monday, Tuesday and Wednesday 4/18, 19 & 20  
Testing Thursday and Friday 4/21 & 22)

#### **Week of June 20 – 24**

Training Monday, Tuesday and Wednesday 6/20, 21 & 22  
Testing Thursday and Friday 6/23 & 24)

#### **Week of August 15 – 19**

Training Monday, Tuesday and Wednesday 8/15, 16 & 17  
Testing Thursday and Friday 8/18 & 19)

#### **Week of October 17 – 21**

Training Monday, Tuesday and Wednesday 10/17, 18 & 19  
Testing Thursday and Friday 10/20 & 21)

#### **Week of December 12 – 16**

Training Monday, Tuesday and Wednesday 12/12, 13 & 14  
Testing Thursday and Friday 12/15 & 16)





## New Recognition UASG Plaque

A new recognition plaque was designed and developed over several months and we are excited to announce that every member who renews for 2022 will receive a personalized plaque complete with their company logo in full color. Display this proudly in your lobby or other high traffic area to show off your credentials.

Members will upload their company logo when they renew their membership on the UASG website beginning in mid-January. Be sure to name the logo with your company name so we can easily locate it and match it up correctly. We will start the process of creating the custom plaques in late January and you should receive your plaque within 30-60 days of renewal.

This plaque will take the place of the paper certificates we have been mailing for years. Each year going forward you will receive a metal replacement plate that shows the year you are in good standing with the organization. All plaques will come with 2022 plates this year, then 2023 plates, and so on.



**PROUDLY RECOGNIZES**



*as a member and*

**3M Certified** Graphics Installation Company

*Having successfully fulfilled the membership requirements established by the United Application Standards Group and 3M Commercial Graphics Division, Digital Graphic Solutions is hereby entitled to all privileges and benefits appertaining thereto.*

\_\_\_\_\_  
UASG PRESIDENT

\_\_\_\_\_  
3M COMMERCIAL GRAPHICS DIVISION



3M Certified  
Graphics Installation  
Company

Certified Since November 11, 2008  
Valid Through

**2021**





## New UASG Logo

We are retiring the old UASG logo that has served us well over the past 20+ years. The new logo is part of a brand refresh that will carry us into 2022 and beyond. To access the new logo on the website, click on the following URL: <https://uasg.org/wp-content/uploads/2021/12/UASGlogoVector.pdf>



**The old logo has been discontinued.** Please remove all references of this logo from your marketing materials, including graphics of any kind; and social media, including your website, Facebook and Instagram.

We will send the new artwork as an attachment to every member during Q1 2022 so be on the lookout for that email coming soon.





## CORNER

### 3M Introduces redesigned 3M Certified Graphics Installation Company Logo

**Keep your website looking energized with your new 3M Certified Emblems!**

Year-end is a great time to take another look at your website and make some adjustments.

At the same time, you can boldly announce your 3M Certified Graphics Installation Company status with the new emblems.

3M has redesigned the emblems for our programs. Along with the new emblems, the 3M Certified companies will need the associated 3M fonts so download them to your computer. Different options of stacked and horizontal and with/without text were created.

We will send links for the new artwork to every member during Q1 2022 so be on the lookout for that email coming soon.



**The old logo has been discontinued.** Please remove all references of this logo from your marketing materials, including graphics of any kind; and social media, including your website, Facebook and Instagram.



**3M Certified**  
Graphics Installation  
Company



**3M Certified**  
Graphics Installation  
Company

