THE LEADING EDGE





**3M Certified** Graphics Installation Company

## Note From the President

# Hello members!

All sights are set on the UASG general membership meeting in October! We're anticipating a huge turnout to reconnect with each other, check out the latest materials and equipment at Print United, and see the sights in Las Vegas! We have a number of speakers lined up including a very special address by 3M you don't want to miss. Several details are still under construction but the dates are set so you can begin to think about your plans to attend. We'll update you with more information as soon as it's available

A quick recap, the Board of Directors set several goals this year and we've made excellent progress. We rolled out a new logo and posted the digital assets on the website for easy download whenever you want them. The most current 3M Certified Graphic Installation Company logos are also there to update your website, business cards, email signature, and everything else.

Your membership renewal this year triggered the shipment of a new plaque to display your credentials and it looks terrific! Many of you have already received the plaque and for those still waiting, including our newest members, you will be receiving yours very soon.

We expanded our tool selections and partnered with a national distributor to fulfill orders and automatically replenish inventory levels on demand. This streamlined the channels allowing us to shift our focus to continually improving our range of offering. Discounted pricing for the tools of our trade is an excellent benefit and we encourage you to take full advantage of the program.

Most importantly, we engaged Mr. Kip Johnson to serve as the Executive Director of the UASG. Among many other duties, Kip's primary responsibilities include active management of the day-to-day operations of the organization and implementing the strategic initiatives established by the Board of Directors. Kip is one of the founders of the organization and we all agree he is uniquely qualified to help move the organization forward through better and more responsive communications with members, providing connections for opportunities, and expanding market awareness of the UASG. We're very fortunate to have Kip on board, please drop him a line and wish him well.

I look forward to seeing everyone in person – in Vegas – in the Fall! Make your plans to attend!

Mark Trumbull mark@thedigitalcompanies.com

Mark Trumbull



www.facebook.com/unitedapplicationstandardsgroup

#### **Current Board of Directors**

| Mark Trumbull   | President                            |
|-----------------|--------------------------------------|
| Peter Beath     | Vice President                       |
| Ward Schneider  | Treasurer                            |
| Steve Reininger | Chairman,<br>Ethics Committee        |
| Lloyd Paxton    | Chairman,<br>Certification Committee |
| Mike Stavreff   | 3M Representative                    |
| Rick Paukert    | 3M Representative                    |
| John Carthey    |                                      |
| Greg Ford       |                                      |
| Trace George    |                                      |
| Chris Prenovost |                                      |
| 04              |                                      |

### Other

| Kip Johnson   | Executive Director                    |
|---------------|---------------------------------------|
| Sharon Paxton | Secretary,<br>Certification Committee |
| Jan Clippard  | Secretary                             |

### 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/

### **Contact Us:**

Questions / Comments: kip@uasg.org On The Web: www.uasg.org Connect via Instagram: uasg

### From the Desk of the Executive Director

I hit the ground running earlier this year in my new role as Executive Director of the UASG. It's something I've prepared for over the course of the past 10 years. And let me say, serving this membership is not only a professional highlight of my career, it is a lifetime highlight!

Every day I think about how I can better serve the membership and drive value. That value can be defined in so many ways, whether that value is derived from more traffic to the website, expanded tool offerings, communicating with our members, locating excellent membership candidates, working trade shows and expos, and/or automating many of our processes. There is much to be done.

I have called and spoken with many of you and I've learned a lot. If you haven't heard from me yet, rest assured I'm working my way through the list; and it will take a fair amount of time. So far, an overwhelming majority of you had nothing but positive comments to share about being a member of this great organization. A few voiced some concerns; and I will work with them to tackle the issues they brought to light. All of you are considered to be the best of the best, and that matters to the many organizations and people who rely on our network of professional installers. With our collective track record over the past two decades, we are currently seeing extraordinary interest in the UASG and 3M Certified program, and for that, I thank you.

I look forward to working with all of you in 2022 and beyond. If there's anything I can do, please do not hesitate to reach out.

Kip Johnson kip@uasg.org

Kip Johnson

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### 2022 UASG Fall Meeting Announcement

We're going to try this again! The UASG annual meeting has been scheduled to be held this fall in conjunction with the Printing United Exposition – see below for the details. We are making plans and identifying itineraries so bear with us as we look to shore everything up within the next month or so. But, mark your calendars for 10/18 and 10/19 and plan to be there if at all possible.

Why are we meeting on a Tuesday, you ask? Since we are a member of Printing United, we have to abide by the rules of the organization, which means we cannot meet as a group during the normal operating hours of the expo. That's why we are meeting on a Tuesday.

### **Printing United Expo Show Hours:**

Wednesday, October 19 from 9 am to 5 pm Thursday, October 20 from 9 am to 5 pm Friday, October 21 from 9 am to 3 pm

#### Per our Rules and Regulations

- 11. CONFLICTING ACTIVITY/OUTSIDE EVENTS To protect all Exhibitors and Show Management's interest in optimum audience attendance during all scheduled events, there shall be no interference in or dilution of programmed general convention activity through any conflicting private parties, tours, or other activities thereby denying other Exhibitors and the convention full exposure to the conventioneers in attendance. Exhibitor hospitality suites may be open only during those hours when no general convention or show events are scheduled.

### **UASG Annual Meeting:**

When: Tuesday, October 18th, 2021, 7:30 AM to 4:45 PMWhere: Las Vegas Convention Center

#### **UASG Annual Social:**

When: To be announcedWhere: Las Vegas (to be announced)





### **Keynote Speaker Presentation**

#### Jay Owen

Founder and CEO of Business Builders **Subject:** Focusing on Marketing

#### Jay Owen

Founder and CEO of Business Builders Author of Building a Business that Lasts: Without Sacrificing Family Host of the Building a Business that Lasts Podcast

The membership has made it abundantly clear that marketing is a key area where they need the most help. With that in mind, we have lined up a marketing professional, Jay Owen, to lead two sessions on marketing.

### **Messaging Presentation Overview (Morning Session)**

Many business owners struggle with growing their business and getting the attention they deserve. In the Messaging Session powered by StoryBrand, participants will:

- Learn the messaging framework that's generated hundreds of millions in sales
- Learn ways to implement the Storybrand Messaging Framework to transform their communication.
- Be provided the tools to complete a clear and effective message foundation

### **Marketing Presentation Overview (Afternoon Session)**

Most businesses waste an enormous amount of time and money on marketing that never produces a dollar in return. In the Marketing Session, participants will:

- Learn the 5 key elements to effective marketing
- Learn how to serve their customers and execute a marketing plan that works
- Be provided the tools to create a sales funnel that will help take the guesswork out of their marketing efforts



### **Featured Speaker Presentation**

Chris Prenovost Certified Pinnacle Business Guide & EOS Implementer Subject: Focusing on Employees

Chris Prenovost Certified Pinnacle Business Guide & EOS Implementer

### **Hiring Installers / Engagement / Accountability / Retention / Q&A** You'll not want to miss the presentation by Chris Prenovost on what it takes to hire and retain successful installers.



### **Expanded Tool Offering**

We have been working tirelessly to revamp how we handle tool orders on the website. As a result, there are two major announcements to make related to purchasing tools through the UASG.

- 1: We added several new tools to our current offering on the website. For example, we now offer 7 knifeless tape products instead of one! A complete list of our current selection of tools is listed below. If you'd like to see something that we are currently not offering, please send an email to kip@uasg.org.
- 2: Free shipping on all orders over \$149



### Complete Listing of Tools for Sale on the UASG Website (member login required)

391X Air Release Tool 392X Replacement Point for Air Release Tool 3950 Edge Sealer (1 8oz Can) 3M 8914 1 Mil Cast 8 Yr (1/2" x 150') 3M Bridge Line Knifeless 12.7mm X 50m 3M Design Line Knifeless 3.5mm X 50m 3M Finish Line Knifeless 3.5mm X 50m 3M Perf Line Knifeless 6.4mm X 50m 3M Precision Line Knifeless 5mm X 50m 3M Tri Line Knifeless 6mm X 50m 3M Tri Line Knifeless 9mm X 50m 3M Graphic Film Adhesion Test Kit 94 AMP Primer Sticks (50 Count) 94 Primer, 8 oz can CMP-1 Power Grip Magic Pad Rivet Applicator CPA-1 Power Grip Applicator for Comply; Films (carton of 5) CPA-2 Power Grip Rapid Roller Applicator Rolle Pro Vinyl Application Roller

Rolle Pro Standard Replacement Wheel for Rolle Pro Rolle Pro Wrapid Glider (6" and 12" Squeegee Handle complete with Squeegees) MPP-1 Power Grip Multi-Pin Air Release Tool PA-1 Gold Squeegee (carton of 25) Primer, 94 Ampules, 1,000 per Case **RBA-1** Rivet Brush Applicator **RBA-3** Power Grip Rivet Brush Applicator Roller L Deep Channel Application Tool Roller S Deep Channel Application Tool TSA Kit TSA-1 Textured Surface Roller 4" Wide TSA-2 Mortar Joint Roller 1" Wide TSA-3 Edge Roller TSA-4 Two Handled Textured Surface Applicator TSA-4R Replacement Roller for TSA-4 TSG Heat Protective Gloves - Universal (Sold in Pairs) VCAT-2 Vehicle Channel Applicator Tool



### **LANDMARK GRAFIX, INC.** John Sharp - CEO



Tested Installer: Edward Ahn

130 Doolittle Dr., Ste. 12 San Leandro CA 94577 510/343-9868 john@landmarkgrafix.com

At Landmark Grafix we care about how the world sees you. As a full-service printing agency, our goal is help you reach yours. So if you can dream it or see it in your mind, the chances are we can bring it to life.

Landmark Grafix was established in 1993 at Sonoma Raceway (formerly Sears Point) to provide high quality graphics for race cars and teams. Since then, we've expanded our services beyond motorsports to a full-service print provider. We deliver large format printing needs for retail, corporate, event and commercial clients.

We use both flatbed and roll to roll HP Latex printing technology and offer laminate and coating service to anything we produce. Using materials ranging from paper and vinyl, to acrylic and wood, and everything in between, we offer custom signage and graphics to meet the needs of any project. As applicable, our printing process is 3M MCS Certified and the Latex equipment allows us to produce GREENGUARD Gold certified projects. We know color is critical to any project so we work hard to keep a color calibrated environment to ensure our clients receive what they expect. Quality has always been at the forefront of every project for projects both big and small.

By creating bespoke, high quality printing projects, we've quickly established Landmark Grafix as a leading Bay Area full-service print agency. Today, we service clients of all sizes in the Bay Area and nation-wide with the attention you would expect from a community partner and the production capabilities of a national chain.

### New Members (January - April 2022)



**TENNESSEE TINT** Scott Huntley - Owner

2330 Harley Wind Memphis TN 38134 901/213-0906 scott@tennesseetint.com



Tested Installer: Adam Perdue

Tennessee Window Tint Company's goal is to provide our customers with the best customer service with the best quality of window tinting, window graphics, vehicle wraps and auto paint protection services in the area. It is the quality of our products and our professional services that ensures our customers will be happy for many years to come. With over one hundred 5 star verified reviews on Google, Yelp, and Facebook, we are Memphis' trusted window tinting and window wrap specialist.



**GRAPHIX LAB** Laith (Leo) Alsane - Owner

175 S. Spruce Ave. San Francisco CA 94080 415/999-7080 graphixlabsf@gmail.com



Tested Installer: Laith (Leo) Alsane

We are Graphix Lab- we take great pride in delivering the highest quality service and our technicians have over 15+ years of combined experience.

Our team has performed vehicle wrap, fleet graphics, signs car detailing, and a lot more service to make sure we can give the most of this industry.

Tested Installer:

Dennis Del-Castillo



### DC DESIGN AND MEDIA, INC. Jennifer Del-Castillo – Owner



At DC Design and Media, the mission is to help companies grow and individuals express themselves. We do this by inspiring creativity through impactful graphics and design.

Dennis and Jennifer Del-Castillo started DC Design and Media in 2015 both having worked in the service industry in restaurants and hotels before and wanted to own a business that could serve the community of Hampton Roads. They love partnering with companies and see how one vehicle wrap or storefront can make such a huge impact on the growth of a business.

They specialize in commercial Wraps, storefronts, floor graphics, commercial window tinting, custom wraps, custom racing stripes and graphics, Smartfilm, Ceramic Coatings by Ceramic Pro, boat wraps, Di-Noc, frosted window film, tractor trailer wraps, truck wraps.

Our company's core values are 1. Create Raving Fans- We do this by respecting deadlines and effective communication every step of the way. 2. Results not excuses- We don't give excuses just results 3. Operate as owners- Each installer acts as an owner and takes pride and accountability in their work. 4. We are always under construction- Each employee here is always learning and staying in the forefront of the latest trends and technology.

### New Members (January - April 2022)



WRAP ENGINEERS Sam (Jax) Nweke - Owner

1785 White Circle Marietta GA 30060 404/583-8992 wrapengineers@gmail.com



Tested Installer: Sam Nweke

Wrap Engineers® is a graphics Installation company established in 2015. Located in the city of Marietta, GA, we are a complete vehicle customization shop that started with the idea of providing customers with the best service and experience. Our goal is to set the standard & constantly provide the best installation in the Atlanta and surrounding region.

Our services include window tinting, Clearbra/PPF installation, ceramic coatings, graphic design for commercial fleet vehicles, full/ partial wraps for van, trailers and trucks, business advertisements, storefronts and other vinyl applications. We are proud to carry the title of UASG & 3M Certified Company. We are friendly, so feel free to pay us a visit if you are in the area.



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### New Members (January - April 2022)



VINYLWERKZ Alex Botelho, Owner



Tested Installer: Alex Botelho

5937 Ravenswood Road, Ste. H-10 Fort Lauderdale FL 33312 305/242-5121 vinylwerkz@yahoo.com

Vinylwerkz was founded in 2016 in Fort Lauderdale, FL by its current owner and 3M Certified installer Alex Botelho. We enjoy helping a person or business achieve their vision from color change to commercial installations on vehicles, yachts, buildings and anything the 3M test kit will allow. Educating ourselves and clients proves to be an important aspect in this industry and we are thankful for being able to become a part of UASG and Certified Graphics Installation Company for 3M. We take pride in continuing to provide quality versatile vinyl wraps and look forward to the future!



RG WALLCOVERINGS Ronald Giraldo

79 Julian Street Pawtucket RI 02861 401/722-9255 (o) 401/359-7398 (m) rgiraldo@rgwallcovering.com



Tested Installer: Ronald Giraldo



CRYSTAL COAST GRAPHICS Chris Ulmer, President

2533 Commerce Road Jacksonville NC 28546 910/219-7720 (o) 910/376-0310 (m) chris@crystalcoastgraphics.com



Tested Installer: Chris Ulmer

Crystal Coast Graphics was founded in 2006 on a passion and drive to help businesses gain notoriety and professionalism in their community. It is our job to help customers make lasting impressions at Crystal Coast Graphics and we do so by devoting ourselves to continuous education, being at the forefront of new technology, and exceeding our customer's expectations with service. We are able to fulfill these three promises by assisting with everything from branding & logo creation, but most notably, we specialize in the niche market of wraps.

We are in the business of graphics because we love what we do and who we do it with. Continuous education, being at the forefront of new technology, and exceeding our customer's expectations with service are pinnacle philosophies woven into our fabric at Crystal Coast Graphics. We have the customers and the recommendations to back us up.

We understand that to do more, we must go together. By being accepted into a group of industry leaders, it will only push us to be a better version of ourselves, for the graphics community and our customers.

RG wallcovering it's a company that specializes in wallcovering and textiles installations. We've had the opportunity to work with clients such as Mohegan Sun, CVS, Brown University amongst others. Our services provided are wallcovering installations of hand paint, scenic, natural fibers, fabrics, graphics, windows graphics, fabric stretch system and others. With a career trajectory of more than 16 years where we have acquired the knowledge and are now certified in windows, floors, walls, Di-noc, and fleet.

We have earned the trust and loyalty of our clients by providing superior customer service and satisfaction. With our reliable and talented team, we believe that any wall space can be transformed from blank canvases into the customized design of anyone's dreams. Our company and team are trained and ready to expand and to open new doors with new clientele.

> Please visit us online: www.rgwallcovering.com or at our IG: @rgwallcovering



**Employee Assessment Tool** 







### **EXPERIENCING HIGH TURNOVER?**

# FINDING IT DIFFICULT TO FIND THE RIGHT-FIT INSTALLERS?

### Benefits of using the PXT-Select assessment tool:

- Decrease your employee turnover
- Increase productivity
- UASG pays for 1/2 of the cost for each assessment!!!

### How do I schedule a PXT-Select Assessment for my candidate(s)?

Send an email to <u>katie@carolinaprofiles.com</u> including the following information:

- First and Last Name of your candidate
- Your candidate's email address
- Position they are applying for



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Katie Lashley HR/Talent Solutions Advisor katie@carolinaprofiles.com



www.carolinaprofiles.com

### Website Enhancements (SEO)

We are currently working extremely hard on developing new content for search engine optimization (SEO) benefits in order to drive significantly more potential customers to our website. This includes writing new and regular content to publish on our site so that our visibility to the various search engines and their users will see significant gains.

The UASG website saw traffic of 7,913 users last quarter resulting in the following:

- 1. 11,743 sessions
- 2. 7,713 NEW users
- 3. 19,353 total pageviews

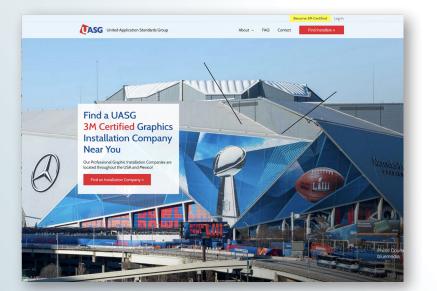
### Traffic breakdown:

- 1. 4,331 users from Paid Ads
- 2. 1,157 from organic search (users who used keywords to locate UASG and 3M Certified Installers)
- 3. 18.7% conversion rate for people visiting the website who contacted an installation company
- 4. A total of 2,204 installation companies contacted through email, phone, or click on their listing

There are many ways to search for UASG and 3M Certified Installers. The numbers above were pulled from the UASG site only. UASG and 3M Certified Installers can also be located on 3M's website and I'm sure that traffic is exponentially higher that the UASG numbers, although there is no way to determine the exact numbers. At any rate, I think it bodes well for our membership to see nearly 20,000 pages views during Q1 2022 on the UASG website!

### **New UASG Certification Plaques Shipping Out**

We are still working diligently to create, customize, print, cut, pack and ship your 2022 UASG Certification Plaques. While many of you have already received your plaques, we are still working through the list and hope to have 100% shipped by the end of the month. Thanks again for uploading your logo during the renewal process. That made the manufacturing process run extremely smooth and efficient.





RFNF





3M<sup>TM</sup> Adhesion Test Kits for Walls



In our quest of continuous improvement, 3M Commercial Solutions will be introducing a new Adhesion Test Kit very soon. Hopefully you have found the test kits to be useful when confronted with difficult wall surfaces. Use of Low-VOC paint continues to expand, and graphics can easily lift from these paints if not properly prepared. To prevent graphic failures, adhesion to wall paint should be tested on all potential surfaces before graphic installation.



In the current Adhesion Test Kit, the Test Procedure shown above is included in the cover of the kit. Adhesion level recommendations that are called out in the procedure have a very wide range (300 to 1000 grams per inch). Since the 3M adhesives have various properties for tack and removability, we will introduce target adhesion values for each specific film.

For instance, 3M<sup>TM</sup> Scotchcal<sup>TM</sup> Changeable Graphic Film IJ3555 may never reach 1000 grams per inch, but its adhesive has enough grab and strength to perform well with only 400 grams per inch. This value is also needed to maintain the clean removability that you expect from this "Changeable" film.

We encourage you to continue using the 3M Adhesion Test Kits until the new kits are available in the next few months. If you have questions or comments on the test kits, please reach out to Alan Miller (ammiller1@mmm.com) or Scott Roth (saroth@mmm.com) from our 3M Application Engineering team.

For assistance reviewing your film adhesion test results, or with other questions regarding installations, call the 3M Help Line at 1-800-328-3908. See 3M Instructional Bulletin 5.37 at 3MGraphics.com/TechInfo for full details..

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### 3M<sup>TM</sup> Graphics Install Wizard Update

More than 200 people have already signed-up to use the 3M<sup>™</sup> Graphics Install Wizard, FREE software to help plan and manage graphics installations. If you've already signed-up – thanks!

### On Wednesday and Thursday, May 11-12, we pre-registered the remaining

**3M Certified Graphics Installation Companies.** Look for an email from **3MCSDConnect@mmm.com** containing a link to create a password, complete your profile, and invite your team to join your wizard account.

#### Why join the Wizard network?

Here's what people told us after signing up.

- "It's like a find-an-installer tool, but it lets you do more."
- "It's another great way to get found for installation jobs."
- "Sharing documents and photos that's awesome."
- "Having all job details in one place will save everyone time."
- "I like the built-in chat feature for quick questions."

#### The Wizard helps in 3 ways - you're in control:

- 1. Receive job opportunities, send quotes, and share completion photos to close the job
- 2. Search for installers, request quotes, and review completion photos to close the job
- 3. Manage jobs using in-house installers

### For all jobs, Wizard features help drive jobs to completion:

- Store/share job details and files using your computer or mobile device (internet connection required)
- Instant message to clarify job details, quotes, etc.
- Review photos taken by the installer at the job site
- Completed jobs saved in history with activity timestamps, photos, comments, etc. if you need them

#### Want help, more info, or a demo?

Find several "How To" guides and a practice job video on the Support page. Use the Contact form for questions or to request a demo. And, look for invitations to upcoming webinars.

- Option 1: After signing-in to your Wizard account:
  - o click the drop down next to your email address
  - o click Support and use the form to Contact us
  - o or, click on the "How To" tab to find PDF guides on registering, creating jobs, completing jobs, and more.
- Option 2: email Support at 3MCSDConnect@mmm.com
- Option 3: email me at: kcanavan@mmm.com

#### Kelly Canavan

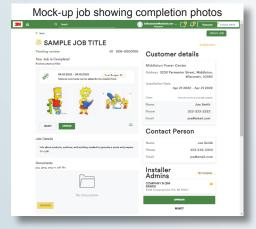
3M Marketing Operations | kcanavan@mmm.com





After May 12th, Log In at: 3M.com/installwizard







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

| Testing:       |
|----------------|
| June 23-24     |
| September 1-2  |
| October 20-21  |
| December 15-16 |
|                |





Please note that there may be limited or no availability on the sessions listed above. 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 Sharon Paxton (sharonp@uasg.org) or 714-329-6156 to discuss your options.

### Keep your website looking energized with your new the new UASG logo!



This is a reminder to check your website, email signature, social media and other means of advertising and communicating with your customers to make sure you are using the new logo.

I'd like to see everyone using the new logos by the end of the second quarter this year. Let me know if you have any questions, or need any help with the art files.

**The old logo shown left 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.

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

This is a reminder to check your website, email signature, social media and other means of advertising and communicating with your customers to make sure you are using the new logos.

I'd like to see everyone using the new logos by the end of the second quarter this year. Let me know if you have any questions, or need any help with the art files.

As we have updated our training and testing programs, 3M has redesigned the emblems for our programs. See the links below for the 3M Certified program files in both .PDF and .PNG versions. 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.







Graphics Installation Company

**3M Certified** Graphics Installation Company



#### 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.

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### **ALLDATA Overview**

The UASG has an annual subscription to ALLDATA, a service that allows the membership to get diagrams and disassembly/reassembly instructions for most all makes and models of cars and trucks, but not all. For example, if you are wrapping a Toyota Prius and want to remove the door handles, you can request the step-by-step instructions from ALLDATA. To request this information, scroll to the bottom of the UASG homepage and click on the link, ALLDATA Request. Complete all of the fields and select Submit.

Here's the link: https://uasg.org/alldata-request/

While we turn around most requests quickly, please allow 24-48 hours.

