

# THE LEADING EDGE



**United Application Standards Group**



## Note From the President

Dear Members,

This issue of the newsletter is a special one that takes us back to the founding of the UASG and highlights the visionaries who joined together to create our amazing organization. Through squeegees and square footage, company by company, we are now 254 members strong and still growing.

As we quiet the hustle and din of the day to learn about those who came before us, a few who have passed but many others still advancing the cause, take a moment to celebrate your businesses, your customers, and the camaraderie that all intersect through the UASG.

For our newest members, take advantage of the many resources our organization offers by way of contacts or advice or partnership opportunities. Talk to another member, send an email, or hop on social media and you'll find an allegiance like none other in our industry. Thank you to all members for your contributions, we are strong because we are united.

Enjoy the day!

Mark Trumbull  
President, UASG Board of Directors  
[mark@thedigitalcompanies.com](mailto:mark@thedigitalcompanies.com)

*Mark Trumbull*

## UASG History

Around 1998, Fleet Advertising Media Group (Tom Swiech) was working to establish a network of installers for their 3rd party fleet advertising program. Schneider Graphics was then the installation arm for Fleet Advertising Media Group. During the development of the method to screen potential installers, it became apparent that the method looked a lot like a "certification" system. Tom Swiech and 3M'er Charlie Calisto got together and set the stage for making it all happen. In 1999, Peter Cree and Del Eilers were the 3Mers that worked with Ward Schneider to finalize the methods and form the UASG non-profit. Several prominent installers from around the country joined the effort on the first board of directors. Based on Ward's recollection, Tom Swiech, Peter Cree, Lloyd Paxton, Joel Gross, Nathan Franzblau, Mark Knoff and Ward himself formed the first slate for the UASG Board of Directors. Ward served as the initial President and then a few years later Lloyd Paxton took over the gavel. Other presidents included Peter Cree (after his 3M retirement) Julie Martin, Chris Prenovost, and Mark Trumbull.

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

## Current Board of Directors

### Terms Expiring December 2023

Chris Prenovost  
Lloyd Paxton  
Ward Schneider

### Terms Expiring December 2024

Mark Trumbull, President  
John Carthey  
Trace George

### Terms Expiring December 2025

Steve Reininger, Ethics Committee Chair  
Peter Beath, Vice President  
Starla Miller

### Other

Mike Stavreffe, 3M  
Rick Paukert, 3M  
Kip Johnson, Executive Director  
Jan Clippard, Association 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/>

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

## Contact Us:

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



## UASG History

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Charlie Calisto went on to say that “the UASG was Tom’s baby.” Tom came to him sometime between 1997 and 2000 when Charlie’s department was pushing hard to develop the short-term fleet graphic advertising business. It was Tom’s contention that to be successful “we needed to have a group of 3M Certified Installers nationwide that operated with standards.” Charlie, along with the rest his department, agreed, and thus the UASG was born. 3M funded the front end of the organization believing that installers were key to our success. Charlie believed the installer could make a good printed graphic look great or crappy; and he wanted great!

3M continued to provide financial support to the organization for several years to help get the UASG on its feet. Prior to 3M Building 207 being complete, the first couple years of testing were conducted at the Schneider Graphics facility in Des Moines. Testing would later move to Building 207 around 2001. The first testing sessions at Schneider Graphics were held in 2000.

Schneider Graphics, Worldwide Installations, Motorsports Designs, New Image, Endagraph, JPD Graphics, The Mad Striper, Application Unlimited, and Sticky Business all went through testing in 2000; and are considered the founding members of the UASG.

In 2023, the UASG has now grown to 254 certified member companies.



Photos of an early testing session at Schneider Graphics – Janus Pukstra from JPD Installations.





## Celebrating Member Milestones

### 20 Years

American Graphics Installations	4/17/2003
Image Graphics 2000 of Miami	7/24/2003

### 15 Years

Grafics Unlimited	1/17/2008
AZPRO Graphic Installations	3/13/2008
GraphicWorks, Inc.	3/13/2008
Horizon Graphics, Inc.	3/13/2008
Husky Creative Signs & Graphics	3/13/2008
Spin Imaging Inc.	3/13/2008
Troyer Signs, Inc.	5/15/2008
Layedback Installations	9/18/2008
SoCal Wraps	9/18/2008
Adrian Equipment Company/OEM	11/11/2008
Digital Graphic Solutions	11/11/2008
Lettersmith Sign and Decal	11/11/2008
Vomela (Indiana location)	11/11/2008

### 10 Years

Absolute Perfection	1/23/2013
Sunpro Graphics	1/23/2013
Wraplife.com	1/23/2013
Speedpro Imaging of the Carolinas	2/25/2013
Brands Imaging	4/19/2013
Print NH	4/23/2013
Geek Wraps, Inc.	5/21/2013
Advertising Vehicles, Inc.	7/23/2013
Wrapture Graphics LLC	7/23/2013
Sign Factory, Inc.	8/23/2013
Signarama (Evansville IN)	9/15/2013
Catapult	12/13/2013
Pro Wraps Vehicle Wraps	12/13/2013

### 5 Years

Corporate Image, Inc.	1/26/2018
Slate Group	2/7/2018
Vinyl Images and Design, LLC	2/21/2018
Image Fleet Graphics	3/2/2018
Madison Graphics Company	4/25/2018
Picture This Wraps and Graphics	5/25/2018
Platinum Automotive Wraps, LLC	6/19/2018
Graphic Installation Team, LLC	7/27/2018
HONBLUE	7/27/2018
Graphic Imaging, Inc.	9/28/2018
Visibility Signs & Graphics	9/28/2018
Patriot Vehicle Graphics, LLC	12/14/2018





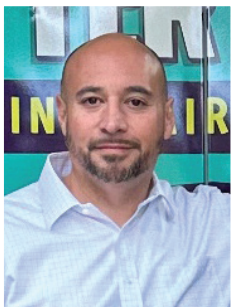
## New Members (January - March 2023)



### CL VISUAL

Company Contact: Chris DeFeo

30 Reith Street  
Copiague, New York 11726  
631-464-4526  
[info@clvisual.com](mailto:info@clvisual.com)



Tested Installer:  
Chris DeFeo

We are CL Visual, a NYS certified WBE. The one-stop shop for all your creative aspirations. Since embarking on our journey in 2015, founders Christopher DeFeo and Leigh Ojeda have aimed to bring focus back to wide-format advertising and vehicle wraps while emphasizing design and service through every step of the process. We take pride in giving each of our clients and projects our undivided attention from start to finish, guaranteeing a successful execution and satisfaction.

Our headquarters, located in Long Island, New York, is continuously updating and expanding to match the latest technologies. This ensures our ability to tackle small to largescale printing, designing, and installation projects. With the capability to install nationally and internationally, our work knows no bounds. Whether you need a fresh rebrand for your business, fleet graphics for mobile advertising, window and storefront graphics, or any print collateral, we will bring your visions to life and surpass your expectations. CL Visual is here to help you accomplish what you have desired. We guide our clients through the whole process, including stages of ideation, design, and execution.

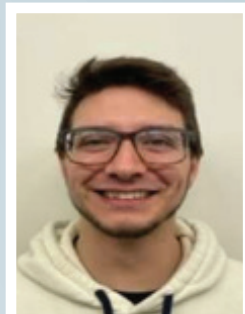
At CL Visual we are one big family for our clients to become a part of. They value our assistance in turning their ideas into a reality; this allows us to solidify a professional relationship and maintain growth for each party. Our skilled design team paired with unparalleled print quality, first class customer service, seamless installations, and attention to detail are crucial factors to what keeps us a force to be reckoned with in the industry.



### APEX SIGNS AND GRAPHICS

Company Contact: Zhuming Smith

37 Sherwood Ter  
STE 111  
Lake Bluff, Illinois 60044  
847-604-4321  
[info@apexsignsandgraphics.com](mailto:info@apexsignsandgraphics.com)



Tested Installer:  
Matt Kobus

Apex Signs & Graphics Inc. specializes in made-to-order custom signs and graphics. We design, print, build and install exterior signs, interior signs, trade show systems and all levers of vehicle wraps. We are located in Lake Bluff Illinois, halfway between Chicago and Milwaukee. We often do installations for out of state sign companies that have projects in the Chicagoland and Milwaukee area.

Apex Signs & Graphics was founded in March 2016 by Zhuming Smith, who has deep experiences in design-build-installation-project management, having spent 30 plus years in the engineering and management field.

Combining the latest and finest in printing and sign making equipment, with a talented and capable team, we strive to be a reliable branding partner for our customers, large or small.

Our successful projects range from a simple door decal to large facility branding, which includes architectural sign systems, ADA signs, specialty glass/wall films, custom environmental graphics, lobby logos, channel letters, monument signs and beyond.

Our customer's success is our success, call or email us, we love to be your win-win partner.





## New Members (January - March 2023)



### LOUIS BEST FILMS AND COATINGS

Company Contact: Colin Wright  
17813 Edison Rd, Ste 100  
Chesterfield, MO 63005  
314-330-9449  
[crwright90@aol.com](mailto:crwright90@aol.com)

St. Louis Best Films & Coatings in Chesterfield is the Premier Car Paint Protection, Ceramic Coating, Window Tinting, Car Wraps, and the Ultimate in Custom Car Care Services. We started this business as Night Shades in 2005. We then became AutoNuvo in 2017 which ultimately led us to start St. Louis Best Films & Coatings to bring the Best premium car products and services under one roof.



Tested Installer:  
Gage Dwyer



### AWESOME GRAPHICS

Company Contact: Tami Napolitano

77 Woodstock Ave  
Rutland, VT 05701  
802-773-6143

[tami@awesomegraphics.com](mailto:tami@awesomegraphics.com)  
[www.awesomegraphics.com](http://www.awesomegraphics.com)

Awesome Graphics is an award winning, woman owned sign shop, saving YOU, the business owner, time and money by offering an easy, all in one shopping experience! Graphic design, printing and installation are available. We specialize in Signage, Vehicle Graphics, Trade Show Displays, Apparel & Promotional Products. Your options are limitless and our highly trained staff is waiting to help you on your next project.



Tested Installer:  
Thomas Gaudreau





## 3M™ Print Wrap Film IJ280

Hey Installers, on March 1st 3M launched its best installing film ever - 3M™ Print Wrap Film IJ280.

3M™ Print Wrap Film IJ280 with 3M™ Gloss Wrap Overlaminate 8428G is a best-in-class vehicle wrap designed for converters and installers. Backed globally by the 3M™ MCS™ Warranty, this print wrap solution delivers exceptional performance, print quality and productivity, leading to faster installations with less rework.

See more information at:

[Introducing the new 3M™ Print Wrap Film IJ280](#)



# 3M

## CORNER

### 3M Training Classes 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 Jan via e-mail ([jan@uasg.org](mailto:jan@uasg.org)) or via mobile number (864-275-2076)

### 2023 Training/Testing Dates

#### Week of June 19 - 23

Training Monday, Tuesday and Wednesday 6/19, 20 & 21  
Testing Thursday and Friday 6/22 & 23

#### Week of August 21 - 25

Training Monday, Tuesday and Wednesday 8/21, 22 & 23  
Testing Thursday and Friday 8/24 & 25

#### Week of October 16 - 20

Training Monday, Tuesday and Wednesday 10/16, 17 & 18  
Testing Thursday and Friday 10/19 & 20

#### Week of December 11 - 15

Training Monday, Tuesday and Wednesday 12/11, 12 & 13  
Testing Thursday and Friday 12/14 & 15



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3M Commercial Solutions  
3M Center, Building 220-12E-04  
St Paul, MN 55144  
1-800-328-3908  
[3M.com/Graphics](http://3M.com/Graphics)



## It's about the people

*Shared from recent LinkedIn Post by Robynn Storey*

"I want you to come in and clean house" his boss said on his first day of his new job. A resume client of ours accepted a Vice President of Sales position with a \$225K base salary (25K more than he was asking for). At no point during the interview was he told his first order of business would be to fire the entire team (thus the extra \$\$). He asked his new boss for a 30-day moratorium so he could assess the 11 member team to see why they were considered "under-performers."

He met with the team, told them their jobs were on the line & he would give them the chance to fight for their jobs. Here is what he found....

- 3 were working territories long distances away from their home offices, adding 3 to 4 hours of commute time per day...
- 2 were single parents that could not commit to after hours events and meetings.
- 4 were new staff that had no training beyond a few days orientation.
- 2 were seriously bad hires with bad attitudes.

He went to his boss and told him he could save 9 of the 11 by restructuring territories, personally handling training/development & minimizing after hours meetings and events. His boss reluctantly agreed. Now, this team is extraordinarily loyal to him and outperforming their peers.

Leadership starts at the top. It is not about discipline, firing, bullying staff or egos. It's about people.

#goodboss  
#successful  
#uasg





## Phone Etiquette for Business Calls *Answer the phone!*

We often hear complaints from potential customers that they tried to call Company A or Installer X and no one answered the phone; or the call went directly to voicemail because everyone was too busy to take the call. This, in addition to pricing, is the most consistent complaint we hear throughout the year. I'm sure you have encountered the same thing during the course of your day; and I would ask, how did that make you feel as far as engaging in a future business relationship with the company that failed to answer your call? The single most important thing you can do is communicate in a timely manner with your existing customers, as well as prospective new customers. Promptly answering the phone, and utilizing the telephone do's below, can attract new business opportunities and customers, and bolster revenue from existing customers.



### TELEPHONE DO'S

- #1 When answering a business phone it is important that it is not allowed to ring more than three times. Advise employees that the second or third ring is the ideal time to pick up the telephone.
- #2 The phone should be answered with a positive greeting such as "Hello," "Good Morning," or "Good Afternoon," etc. Following the greeting, the person who answers the phone should give his or her name and the name of the business or organization that is being contacted.
- #3 Put on a smile before placing or answering a phone call. When a person smiles it affects the sound of his or her voice, giving it a more pleasant and friendly tone. For clarity, the telephone should be held a distance of two fingers from the mouth.
- #4 Speak in a clear tone using a voice that is neither too loud nor too low. Words should be enunciated and said slow enough that people are able to understand what is being said to them.
- #5 If someone must be put on hold, ask for permission first, and give him or her the option to leave a voicemail message. When taking them off of hold thank the caller to show that their time is respected.
- #6 When a caller is speaking, listen to what he or she has to say without interruptions.
- #7 When placing a call a person should always state his or her name before asking for the person that the call is for.
- #8 Always return phone calls if a return call has been promised. If a time frame was given the caller must make every attempt to return the phone call as quickly as possible within that frame.
- #9 If it is necessary to transfer a call, inform the person on the other end before doing so. It is also important to explain the need for the transfer.
- #10 Before transferring a call, confirm that the person to whom the call is being transferred is available. This person's name should be given to the party who is being transferred.



### TELEPHONE DONT'S

- #1 If a person is answering the telephone, he or she should never answer on the first ring. Callers do not expect this and will be taken off guard.
- #2 Don't answer the phone when eating, chewing, or drinking. If a person has anything in his or her mouth it should be swallowed or removed before picking up the phone to either answer it or place a call.
- #3 If you must leave the phone, never leave the line open. Instead, place the person on hold and check back with him or her frequently – preferably every 45 seconds.
- #4 Never say the words, "I don't know" when talking with someone on the phone. The ideal response to a question where there is not a definite answer is to say "I'll check on that for you."
- #5 When talking to a client or a customer never say anything that can be taken as rudeness. The person who answers the phone should always talk to the caller in the way that he or she would like someone to speak to them.
- #6 A person should never use slang when speaking to a caller. Swear words should also never be used and may be illegal under certain circumstances, according to Federal law.
- #7 It is never acceptable to argue with a caller.
- #8 Do not transfer a call without informing the person on the phone and asking permission to do so.
- #9 When ending a phone call, do not hang up the phone without a positive closure such as "Thank you for calling," or "Have a Good Day."

\*Shared from Mitel