

Current Board of Directors

Terms Expiring December 2024

Mark Trumbull
Jim White
Trace George, President

Terms Expiring December 2025

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

Terms Expiring December 2026

Chris Prenovost
Greg Ford
Ward Schneider, Treasurer

Other

Mike Stavreff, 3M
Rick Paukert, 3M
Kip Johnson, Executive Director
Jan Clippard, Association Secretary

Election Results

Congratulations to Greg Ford, Chris Prenovost, and Ward Schneider for being elected to the UASG Board of Director's for a 3-year term beginning 1/1/2024.

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
On The Web: www.uasg.org

THE LEADING EDGE

 **United Application Standards Group**

Note From the President

Dear Members,

Happy New Year to all my fraternal brothers and sisters of the UASG!

As your incoming President of the UASG, I am honored and humbled to have such a position, on such a great board and group of individuals that make up our membership. I thank our Past President, Mark Trumbull, for the endorsement and encouragement to move this organization forward.

I have been in the industry for over 30 years and came to our organization in 2006. Many of the past board members and founders are dear friends and I honor them every day for participating and building this organization as an industry leader and standard of excellence.

With that being said, I have a passion to take the ball and run it down the field for you all. In football, a play cannot be run without everyone running their assignment. As the coach, my new board will score many well run plays this year, with your help and participation.

Our organization is going into its 25th year and it should be something that all of us should celebrate. I am proposing a January 2025 UASG Membership 4 Day Cruise from southern Florida. This event will embrace our history and future at the same time! I will create a committee to organize an event that will introduce the special anniversary with honoring past and current industry leaders and installers.

2024 will bring in many objectives that I have proposed to our new UASG Board of Directors.

I am a strong advocate for our 3M Certified brand and we need to work together with 3M to redefine the significance of 3M Certified vs. 3M Preferred. Mark Trumbull and Kip Johnson have started the process with 3M, and I will continue to build up the marketing and promotions of the 3M Certified membership. Our organization is simply defined by many consumers as a second go to behind the 3M Preferred definition. This will change in my term and we will once again be the top choice and desired preference in all social media, search engines and 3M websites.



3M Certified
Graphics Installation
Company



Note From the President (continued)

I am also a strong believer in maintaining the integrity of our membership with achievement. We will honor 5 regional members each year with UASG Top Gun Awards, and one of them will be the Top Gun of the Year National winner. This set of honors will be initiated at our membership meeting at our January 2025 cruise meeting. A committee will be formed to nominate these national leaders in our industry.

Those honors do not stop there! We must always remember where we came from and honor the pioneers in our industry. I propose that we start a 3M Certified Hall of Fame in the installation facility at 3M/Minneapolis MN. We will honor 3 Members each year who have been part of this membership's history. These inductees will be invited to our membership meeting each year to receive the honor of all honors.

We have many opportunities to enhance our membership and grow the numbers with decisions and forward movement that only the board can compliment. I will be a strong force on making your membership a value, but also a strong tool for growth, education, and networking. We will work in numbers! Our industry deserves recognition, and I hope that you all can help me achieve that in our 2024 year. We are not just installers, but professionals that so many industries cannot live without. We are essential, and it is time to brand ourselves as the best in the industry, along with our partner, 3M.

You are already using the best material in the industry. And it is time to use the best to install it. UASG.

God Bless

Trace George
President,
UASG Board of Directors

trace@vspgraphicgroup.com



TRACE

Lloyd Paxton (featured)

Lloyd began installing graphics in 1969 when the industry was in its infancy and formed his own company in 1975. Over the years, he has trained and employed many of southern California's graphic installers, all having gone on to own and operate their individual installation companies. He has worked with large crews (installing the graphics for the 1984 Los Angeles Olympics) to now being the sole proprietor of Worldwide Installations - a "one man installation company," with his wife, Sharon, as his assistant. His experience has taken him through the full gamut of everything out there that can have vinyl applied to it – autos, trucks, buses, tractor/trailers, walls, windows, buildings and more.



In 1999, Lloyd, along with several other industry members, was approached by 3M to create a viable method to assist in the multitude of installation failures that 3M was experiencing; thus, the birth of the UASG and the 3M Certified Graphics Installation Company program, now considered to be the industry's leading and most respected professional decal installer organization, and has served on the UASG's Board of Directors since its inception in 2000. Lloyd was elected President of the UASG and served in that capacity from 2007 through 2009. He has held the position of Chairman of the Certification Committee from the UASG's commencement until 2022. For ten years, Lloyd conducted and taught 3M's Basic Installer Training Class in St. Paul MN until that program was cancelled by 3M in 2008.



New Members (October – December 2023)



Ardor Printing

Contact: Sarah Titus

12525 Old Snohomish Monroe Rd
Snohomish, Washington 98290

425-786-4361

sarah@ardorprinting.com

Tested Installers:

Levi Wiseman and Zane Schwieger



At Ardor Printing, we prioritize investing in the industry's top print manufacturing technology and automating many of our procedures. We are passionate about the printing sector and are fully committed to the ongoing improvement of our company to consistently deliver top-quality products on time and under budget. Our dedicated team works around the clock to meet your printing requirements, and we are proud to remain 100% American-owned and operated.

We look forward to providing you with the best solutions for your printing, signage, and installation needs in the Seattle and Bellevue areas. Let us bring your creative vision to life!



12 Points Signworks

Contact: Natalie Owings

1120 Lakeview Drive
Ste 900
Franklin, TN 37067

615-595-6564

natalie@12psw.com



Tested Installer:
David Galando

As a small business in the heart of Franklin, Tennessee, 12 Point SignWorks is thrilled to be certified by the UASG. In our customer-focused custom sign shop, we take each of our client's ideas and turn them into art. We specialize in environmental graphics and vehicle wraps but can deliver the various advertising solutions our clients need at a great value, from graphic wall coverings to custom architectural signage. Our mediums range from vinyl to acrylic and HDU to steel, so if you bring us a concept, we have the experience and ability to create it. Our comprehensive team can take the most rudimentary ideas and deliver the custom branding graphics your company needs. We bring dreams to life.

Annual Member Dues Renewal Process for 2024

On 1/15/24, you will receive an invoice via email. Simply follow the steps below to renew your membership:

1. You must log onto the UASG website first (www.uasg.org) with your username and assigned password.
2. When the “Welcome” page appears, please locate and click on “Membership Renewal.”
3. Once you complete the renewal form and click on submit, choose your method of payment, and follow the prompts. Your membership renewal has now been processed
4. You are required to provide verification of employment for your tested installer unless you, as the owner are the tested installer, in which case verification of employment is NOT required.

Tool Credits are Back in 2024!

**Renew your UASG / 3M Certified Membership by February 15th,
and receive a \$100 tool credit good for 2024.**



Current UASG Tool Credit Promotions \$100.00 – *Renew your UASG membership* by 2/15/2024.

The tool credit authorization of \$100 will be functional on the checkout page after 2/16/24.

The tool credit is only valid for the email address on record for your company.

Simply go to the UASG website, place your order using the email address on record, and use coupon code “freetools2024” to save \$100 off your online order.

The coupon cannot be redeemed for shipping costs.

The coupon can be used one time, up to \$100.

If you partially redeem the coupon, you will lose whatever balance is left over.

Here’s the Details, aka the small print:

If you renew your UASG membership by 2/15/24, a tool credit of \$100 will be made available on or after 2/16/24.

Renew your UASG Membership means:

1. Verification of employment for your tested installer and acceptance of terms and conditions of being a UASG member have been completed online: <https://uasg.org/membership-renewal/>
2. Payment for your dues has been received
3. All tool credits expire at the end of the year with no carry over into the new year. Limit one per member regardless of multiple locations



3M News and Notes

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

If you would like to schedule an installer to attend training or would like an additional installer to attend testing, please contact Jan via e-mail (jan@uasg.org) or via mobile number (864-275-2076).

2024 3M Certified Training/Testing Dates

Week of February 19 - 23

(Monday, Tuesday and Wednesday 2/19, 20 & 21
– Thursday and Friday 2/22 & 23)

Week of April 15 – 19

(Monday, Tuesday and Wednesday 4/15, 16 & 17
– testing Thursday and Friday 4/18 & 19)

Week of June 17 - 21

(Monday, Tuesday and Wednesday 6/17, 18 & 19
– testing Thursday and Friday 6/20 & 21)

Week of August 19 – 23

(Monday, Tuesday and Wednesday 8/19, 20 & 21
– testing Thursday and Friday 8/22 & 23)

Week of October 21 - 25

(Monday, Tuesday and Wednesday 10/21, 22 & 23
– testing Thursday and Friday 10/24 & 25)

Week of December 9 – 13

(Monday, Tuesday and Wednesday 12/9, 10 & 11
– testing Thursday and Friday 12/12 & 13)





Working with low-VOC Paint

How can I make sure that films will stick to walls that are painted with low-VOC paint?

This is a question that’s being asked by installers everywhere. As paint manufacturers have changed the chemistry of their paints to lower the levels of Volatile Organic Compounds, or VOCs, the ability of any manufacturer’s graphic film to adhere to the newer paints has changed dramatically.

But don’t despair. Just as you’d expect from 3M, we have analyzed this problem and developed a solution that is remarkably simple, inexpensive and highly effective. The key is in how the surface is prepared, and then taking just a few more minutes to test the adhesion of the films you plan to use. Here’s our best practice for ensuring that you can easily and successfully adhere almost any wall film to nearly any painted wall.

Preparing the Surface

Start with the 3M™ Enhanced Adhesion Cleaning Method. This method, which involves an isopropyl alcohol (IPA) and water solution and two cleaning steps, will greatly increase a film’s adhesion to a low-VOC paint.

- Prepare a cleaning solution with 70 percent IPA and 30 percent water (essentially rubbing alcohol) in a spray bottle.
- Soak a clean, lint-free cloth with the cleaning solution until it is dripping wet.
- Clean the test (or application) area with overlapping strokes. Especially in the first cleaning, you may notice some migrated paint particles on the cloth (see photo at right).
- Thoroughly soak another clean, lint-free cloth with the cleaning solution and wash the wall again. Researchers at 3M have found that cleaning the wall TWICE with a mixture of 70 percent IPA and 30 percent water can significantly boost adhesion for nearly any wall film applied to a painted substrate.



NOTE: Change the cleaning cloths as often as needed to avoid transferring contaminants from one spot on the wall to another.

- Touch the wall immediately. It will feel cooler to the touch than an unwashed area, due to the alcohol in the cleaning solution. When it no longer feels cool, it is dry and you can proceed with the film adhesion test or, if you are ready, with the film installation.

NOTE: The typical time for cleaning a wall with this method is just 30 minutes for 125 square feet. And, it’s OK to wash the walls as long as three days before your installation without significantly reducing the enhanced film adhesion.



Testing Film Adhesion

- Now prepare three strips of the same film for each of the films you plan to use for a given job. You'll need all three so you can average the results of your test.
 - Cut three 1-inch by 10-inch strips of the graphic film(s).
 - Remove about 2 inches of liner, fold down one inch, and then punch a hole in the tab you've created (see photo at right).



NOTE: It's important to test each wall where graphics will be installed. Because paints can easily be color matched, you may not be able to tell if one wall of a room has been painted with a different formula than the others.

- Remove the liner and apply the test strips to the cleaned surface so the punched hole is at the top. Use the 3M™ Rivet Brush RBA-1 to go over the strips three times to ensure good adhesion.
- After 15 minutes, remove the test strips by pulling with a spring scale attached to the film strip tab. Try to pull at a rate of 1 inch every 5 seconds and observe both the value on the scale and the smoothness with which the film releases from the wall (see photo below).

Here is how to assess your test results:

- Unacceptable adhesion: The film measures less than 300 grams/inch on the scale and releases with little or no resistance.
- Acceptable adhesion: The film measures 300-1000 grams/inch on the scale and releases smoothly and consistently with some resistance. May be removable with heat/chemicals but may cause wall damage.
- Excellent adhesion: The film measures greater than 1000 grams/inch on the scale and releases smoothly and consistently with substantial resistance. Will cause wall damage if removed.

A film that pulls inconsistently or jerkily indicates that the adhesive is not making full contact with the substrate, even if it measures in the acceptable to excellent range. We do not recommend using a film that exhibits jerky removal.

For more detailed information on the 3M™ Enhanced Adhesion Cleaning Method and wall film adhesion testing, refer to [Instruction Bulletin 5.37, "A Guide to Understanding and Applying Graphics to Common Smooth and Textured Walls."](#)

Tip from the 3M Pros

Here is a quick tip to consider when prepping large wall surfaces. Divide the wall into sections using a 3M masking tape. Prep one section at a time to make sure an area isn't missed.

