

## About VMS

For over 50 years VMS has been a leader in the custom graphic design services and printing industry, producing pressure sensitive labels, prime and roll labels, decals, nameplates, overlays, four-color process labels, embossed keypads, static cling, displays, and much more. Experts at designing high impact product identification, we are in business to help companies gain a significant edge with innovative markings. We consider excellent designs as those which visually convey quality, value, function and beauty.

## VISUAL MARKING SYSTEMS

High Performance Printer to America's  
Hardest Working Companies

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## Outshine

Fleet graphics that outshine everything else on the road.

**VISUAL MARKING SYSTEMS** Fleet Graphics

# FLEET WRAPS & GRAPHICS

Consistently display your brand and identify your fleet with fleet graphics and wraps

Consistent branding and vehicle recognition are critical for companies with large fleets of vehicle. As your one-stop fleet graphics provider, VMS will work with your company through every step of the fleet graphics process from design and manufacturing to installation, and removal.

## Fleet Graphics Program Management

VMS will also work with you and your company to develop a fleet graphics program customized to fit the needs of your exact project.

### Features of a fleet graphics program include:

- In-house Graphic Design Services
- Custom Material Recommendations for Every Application
- Inventory Stocking Programs, if Required
- Nationwide Installation and Removal Services
- Performance warranties available

For example, companies with large fleets often have vehicles of various makes, models and years vehicles spread throughout the United States and require installation at numerous locations. VMS has access to a nationwide network of installers that allow VMS to provide a full turnkey fleet graphics solution at every location.



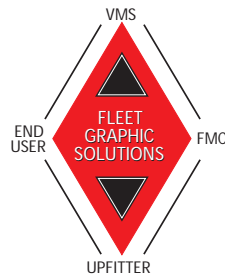
D.O. Summers Cleaners Nissan NV Full Wrap



Visual Marking Systems (VMS) displays a true professionalism and expertise in our partnership. VMS played a pivotal role in the redesign of our fleet of over 60 service vans. Their thorough process allowed us to make incremental adjustments that allowed us to best represent our brand on the road!

VMS was also proactive in their approach to managing our vehicle graphics program, staying true to project time lines for proofing, production, and install, making it more efficient for us and relieving the stress of not having to managing through every step of the process.

**Kenny Trusnik**  
Marketing Coordinator  
Toyota Material Handling Ohio



## What it Takes to Make Vehicle Graphics & Wraps

- 1 Vehicle Survey**  
A vehicle survey will be conducted and details will be recorded such as the year, make and model of the vehicle. Detailed pictures of the vehicle will be also be taken during the vehicle survey.
- 2 Estimate**  
An estimate will be determined after the vehicle survey and initial design layout is created.
- 3 Design**  
A VMS designer will discuss a design concept with you and will begin the design process.  
  
\*Professional vehicle graphics and wraps begin with a good design and a designer who will work with you to make sure the design they create accomplishes your goals.
- 4 Art Approval**  
An Art-for-Approval will be sent to you. Once you approve the design, production will begin.
- 5 Press Proof**  
After your art is approved you will receive a press proof. The press proof will be printed using the same printer and material as your final graphics or wraps.
- 6 Installation**  
If VMS is managing the installation of your graphics or wrap then an installation time will be scheduled at the time your order is entered.  
\*For business with vehicle in multiple locations, VMS has access to a nationwide network of vehicle wrap installers.
- 7 Finished Product**  
VMS's professionally trained team of installers will complete the vehicle wrap process and will provide you with warranty and vehicle wrap care information.



**PDAA**  
MASTER CERTIFIED INSTALLERS



## Installation & Removal

To make sure you get the most out of your investment in vehicle graphics and wraps VMS has a team of professionally trained installers who can handle the installation and removal of your vehicle graphics and wraps.

VMS is a Professional Decal Applicators Alliance (PDAA) certified installation company delivering the highest quality assurance our industry has to offer. PDAA is a national organization of installers that partner to perform installations nationwide.

VMS's PDAA affiliation allows VMS to coordinate the installation of vehicle wraps on your entire fleet of vehicle regardless of where in the United States they are located.

For more information about PDAA visit the Specialty Graphic Imaging Association at [www.sgia.org](http://www.sgia.org).

Vehicles with graphics allow your advertising to reach a mass audience at a much lower cost than other methods of advertising.

A survey by the American Trucking Association shows the number of impressions a single vehicle's graphics can receive each year.

A standard trailer unit can generate 10 million impressions annually

A trailer with reflective graphics can generate 14 million impressions annually

A local delivery van can generate 16 million impressions annually

## Why Wrap Your Fleet?