



VISUAL
MARKING
SYSTEMS



**Vehicle Wraps Deliver
Maximum ROI**



Fleet wraps deliver incredible advertising value when compared to virtually any other advertising option. If you're trying to reach the largest audience possible while stretching your advertising dollar as far as you can, vehicle wraps are the best choice.

Attention Grabbing

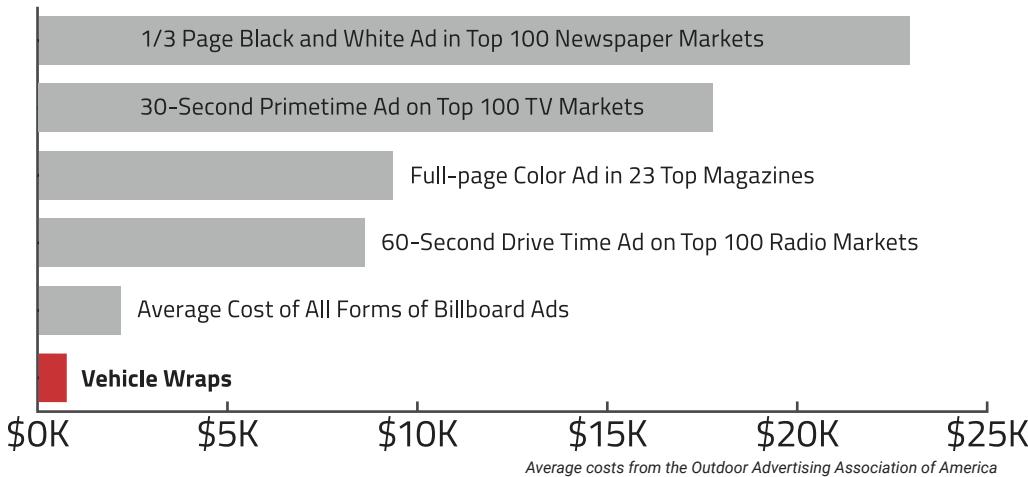
Using sophisticated printing and durable vinyl wrap material, vehicle wraps are customizable and leave a big impression. Whether you want to wrap your entire vehicle or just create custom panels or spot graphic decals, the ROI and reach for vehicle wraps are unmatched.

-  **10 million impressions annually per unit for a typical trailer**
-  **14 million impressions annually for trailers with reflective graphics**
-  **16 million impressions annually for local delivery vans**

Results of study by the American Trucking Association (ATA) 1997

Small Investment, Big Impression

Vehicle wraps are unique in their ability to capture millions of impressions for such a nominal investment. A small investment in graphics for your company's fleet of vehicles pays significant dividends.



Fleet graphics are not only seen, but they are also acted upon. More than 90 percent of individuals surveyed recall the graphics on a wrapped vehicle and were left with a positive image of the advertiser.¹ Those impressions ultimately help lead to a buying decision.

¹Results of study by Robinson, Yesawich & Pepperdine Inc. 2001



Bang for Your Buck

Enhancing your business with fleet graphics and vehicle wraps is about more than just capturing impressions—you want to ensure that you're capturing *great* impressions. Find a provider with the expertise to make beautiful, long-lasting vehicle graphics that are ready to face the rigors of the road for years. Be sure your fleet wrap provider:

- ✓ Offers a manufacturer's warranty on their products.
Note that vehicle wraps should last between five and seven years, and sometimes longer depending on your location and vehicle use.
- ✓ Delivers vehicle wraps quickly and accurately. This is critical because it keeps your fleet vehicles on the road.
- ✓ Can show examples of similar work they've done and provide testimonials from satisfied customers.
- ✓ Has the design and technical know-how to ensure a flawless result.
Good providers will stand behind their product every step of the way. This includes exceptional customer service and technical assistance before, during and after installation.



About Visual Marking Systems

For more than 60 years, VMS has been leading the customized digital, screen and large-format printing industry with high-quality graphics that help businesses stand out from their competitors. The skilled designers at VMS are experts in graphic design, material selection, printing processes, product design, wrap installation and removal and quality assurance. VMS has a nationwide network of PDAA (Professional Decal Application Alliance) certified installers. We specialize in custom-printed graphics and apparel for America's hardest-working companies.

To learn more about getting the most out of your vehicle wrap investment, reach out through vmsinc.com or call us today.