

# Why Choose VMS for Custom Fleet Graphics & Wraps

Comprehensive support and solutions from design through installation — all under one roof.



VISUAL  
MARKING  
SYSTEMS





We understand that keeping your company's fleet of vehicles looking and performing at their best is a challenge that requires flexibility, multitasking and strong problem-solving skills.

We also understand how much you would benefit from having one reliable partner that you can go to for all of your custom graphics needs, from design through installation.

That's why we've spent over 50 years becoming that partner.

This guide explains why Visual Marking Systems (VMS) is the one-stop solution you need for custom, high-quality fleet graphics and wraps — and the partner that will streamline and simplify every step of the way.



# Design, Print & Installation Under One Roof

If you're currently dealing with multiple vendors in each state to support your fleet's graphics needs, you're likely struggling with brand consistency as well as wasting time and money.

Your challenges may be greater if your company is expanding its fleet's presence into new states and territories.

When you partner with VMS, you get one reliable vendor who can handle and manage all of your fleet graphic design, print and installation work under one roof, regardless of where your fleet is located throughout the country.

Our goal is to make the entire process seamless and simple for you.



## Design

We can use your existing designs and translate them into striking fleet graphics that perfectly – and consistently – showcase your brand across all vehicle types, from sedans, pickup trucks, cargo vans and box trucks to semi-trailers.

If you don't have an existing design, we have in-house graphic designers who specialize in creating eye-catching custom fleet wraps and graphics for all vehicle types.



## Print

We maintain our high quality standards by printing everything in-house and working with the best vinyl material providers in the U.S. We have strong relationships with all of our suppliers and our status as a high-volume purchaser allows us to secure better pricing. When you work with us, you can be sure that we're giving you the best possible pricing.



## Install

As a member of the Professional Decal Applicators Alliance (PDAA), we have an expanding network of more than 275 installers that are located throughout the country who can ensure your graphics are installed consistently on all vehicles, whether they're in Florida, Iowa or even Alaska.

Our staff of vehicle graphic experts thoroughly vets and works directly with each of our installation partners to ensure your brand is always consistently displayed – so you don't have to. Our installers also excel in the removal of fleet graphics and wraps.





“Our vehicles act as mobile billboards that point a spotlight on our services, our heritage and our professionalism. By using graphics from Visual Marking Systems, we achieved the design continuity and standardization we desired in our fleet.”

– Josh Marx, VP of Business Development, Medical Service Company (MSC)

“VMS displays true professionalism and expertise. They played a pivotal role in the redesign of our fleet of over 60 service vans. VMS was also proactive in their approach to managing our vehicle graphics program, staying true to project timelines for proofing, production and install.”

– Kenny Trusnik, Marketing Coordinator, Toyota Material Handling Ohio



*VMS can consistently display your brand across your entire fleet, regardless of vehicle type or geographic location.*

# Our Team Approach Puts You in Control

At VMS, we support you with a full team of experts and give you the opportunity to work directly with each one.

Whether it's your dedicated account manager, the graphic designer who created your graphics or an installation coordinator who's overseeing our network of installation partners, you'll be able to talk to the VMS expert with the specialized knowledge to best address your needs.



## Our Experience by the Numbers

Years Designing, Printing & Installing Custom Fleet Graphics and Wraps: **55+**

Number of Fleet Graphics and Wraps Installed Each Year: **1,500**

Number of Fleet Graphics and Wraps Removed: **775**

Number of Vehicle Graphics Kits Created Each Year: **50,000+**

# When We Say “Custom,” We Mean It

Our solutions are highly customizable and will be adjusted to deliver maximum impact on your budget.

The custom designs you receive also come in many coverage options. You can choose from:



Simple Decals & Graphics



Quarter Wraps — offer 25% vehicle coverage



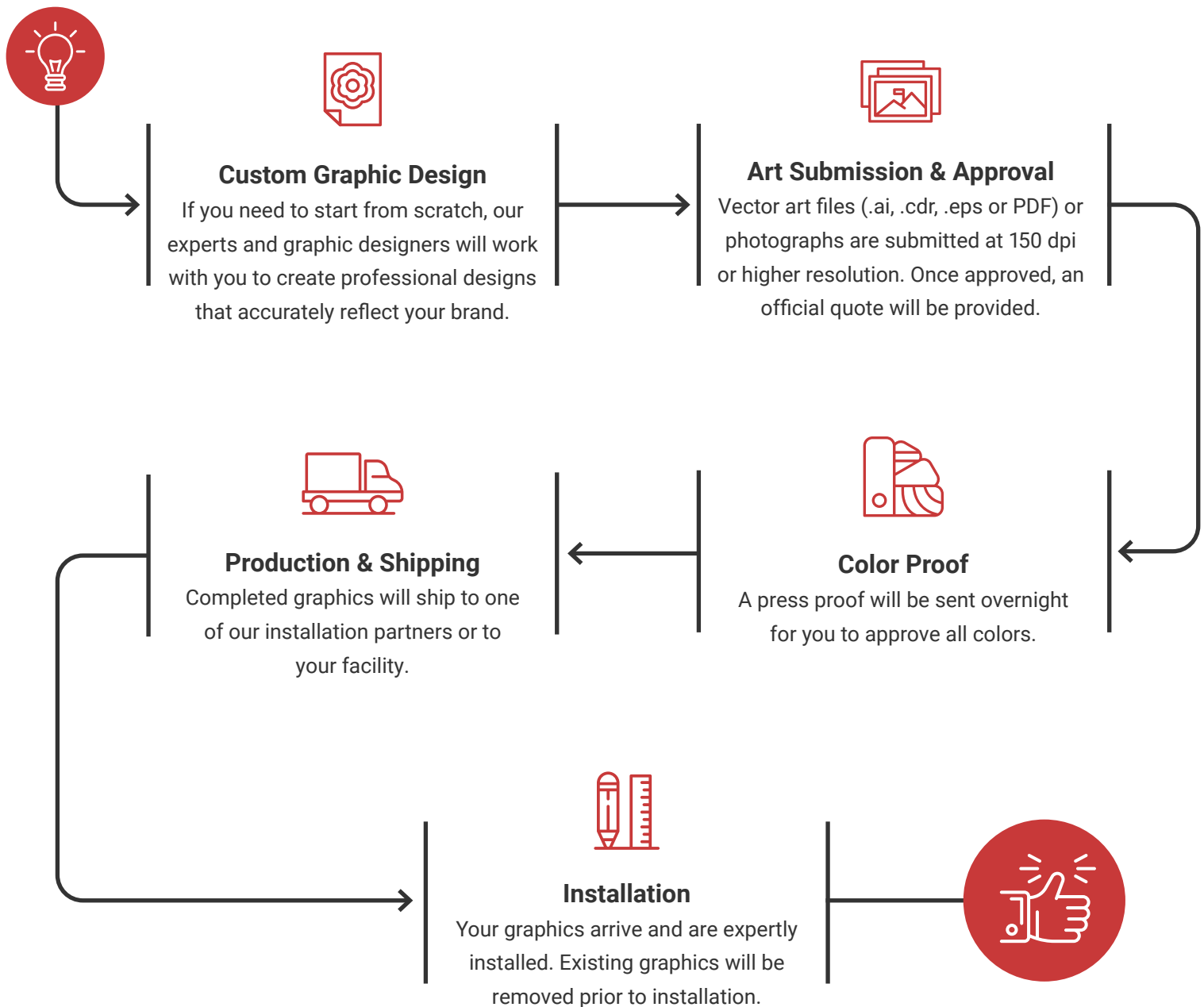
Half Wraps — offer 50–75% vehicle coverage



Full Wraps — offer complete vehicle coverage

# One Seamless Process

Our process is straightforward and designed to make your job easier.



For fleets that require frequent reorders, we offer a graphics stocking program that ensures your graphics will be shipped and ready to install by the time your vehicles arrive at our installers' facilities.

# Frequently Asked Questions

## **Q: Why choose fleet graphics and wraps?**

**A:** Approximately 91% of people notice the words and pictures on fleet vehicles, and 75% of people develop a favorable impression of the company when fleet graphics are used. Like billboards, fleet graphics and wraps can draw thousands of views per day to advertise your products or services, increase brand awareness and maximize sales.

## **Q: Will a vehicle wrap damage my paint job?**

**A:** When applied and removed professionally, a vehicle wrap doesn't damage your vehicle's original paint. However, uncontrolled variables, such as extended sun exposure to graphics on flat surfaces like vehicle hoods and roofs, may cause paint damage. To avoid this, it's recommended you remove and replace hood and roof graphics approximately every three years, depending on the amount of sun exposure.

## **Q: What if my vehicle has rust or scratches?**

**A:** To put it simply, we don't recommend wrapping a vehicle with rust or major damage. Rust not only jeopardizes the structure of your vehicle but covering it up will trap moisture inside and continues to rust. For optimal results, we suggest fixing any rust or damage to your vehicle before having a vinyl wrap installed. Small scratches are usually fine, just know they won't be hidden under the wrap, instead they'll stand out even more. If you do choose to wrap over the rust, all warranties will be voided.

## **Q: Should I wash my vehicle prior to installation?**

**A:** Yes. All vehicles must be free of mud, dirt, pollen or any other agents that interfere with installation.

## **Q: How do I care for my fleet graphics and wraps?**

**A:** It's recommended that you hand wash your vehicles. Automatic washes may damage them, and waxes aren't recommended on vinyl materials. It's also highly recommended that you don't pressure wash your fleet graphics and wraps. Pressure washing can cause vinyl to lift and fail.



# VMS Is the Ideal Partner for Small to Medium-Size Fleets

If your company's fleet has between one and 1,000 vehicles, VMS is the ideal choice for all of your fleet graphic and wrap needs.

While we can provide high-quality solutions for larger fleets, small- to mid-size fleets is where we excel over the competition when it comes to pricing, service and design.

We encourage you to request a quote today to learn more about why we're the right partner for small to medium-size fleets and to understand all of the ways we can improve your company's brand.

[Request a Quote Today](#)

