



Vehicle Wrap Facts

Exhibit Design | Large Format Printing & Finishing | Sales and Rentals



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Wrap Facts

Here are some of the factual aspects that make vehicle advertising such an attractive option for your marketing strategy.

What is a Vehicle Wrap?

A Wrap is a large vinyl graphic or decal. It is applied directly over the original paint of the vehicle. The application of the Wrap allows you to change the vehicle's appearance in a very short period of time and in turn allows you to remove the Wrap, returning the vehicle back to its original condition if necessary.

Durability

We use the best products available in the industry. Each component is backed with an impressive proven warranty. Vinyls have 5 – 6yr manufacturer warranties and solvent inks have a range of 3 – 7yr life depending on the user's desired program. We also use lamination that acts as a protective film against many abrasive cleaning applications and protects the print from minor scratches and regular wear-and-tear.

Cost-benefit

One of the many benefits that makes vehicle advertising so attractive is the actual cost involved to produce a wrap. With partial wraps and complete wraps, Media Works has something for every business' budget. Vehicle advertising is by far the most cost effective way of exterior advertising.

Impressions

According to the Transportation Advertising Council, vehicle advertising generates between 30,000 – 70,000 daily vehicular impressions.

Paint Protection

Vehicle wraps protect paintwork against sun damage, minor abrasions and small stone chips. The vinyl can also be removed after the promotion, or vehicle turnover, leaving the original paintwork in the same condition it was before it was covered.

Impact

Unlike traditional forms of outdoor advertising, vehicle advertising goes to where the people are. Vehicle wraps demand attention and gets the message to the highest visibility areas and most densely trafficked areas of cities, towns, shopping malls, restaurants, highways and byways.

A Recent Poll Shows That:

90% of travellers notice graphics on wrapped vehicles

75% of consumers form impressions about a company based on the fleet graphics

30% of consumers base buying decisions on impressions they receive from company vehicles.

The numbers equate that we are a very visual society, driven by effective advertising and marketing. Vehicle advertising caters to all levels of business and projects the message like no other form of advertising can.



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