



Time: 9 am – 3 pm  
Open Exhibit until 5 pm

Cost: \$35  
Includes lunch and all presentation materials.

Registration and information about this event can be found at [www.newvisionservices.net](http://www.newvisionservices.net) or by calling 1-888-251-6018 x. 1268.

## SUMMARY

This training session is designed to educate Print and Signage vendors on how to use wide format solvent printing and wrap application services to grow their businesses. Expert instructors including Nationally Certified 3M Installers and HP Certified Solvent Technicians will be on hand to provide critical training and live demonstrations on solvent printing and wrap application techniques.

## BENEFIT

Attendees will gain a basic understanding of wrap design, file preparation, solvent printing, finishing and installation, as well as tips for marketing wrap application services.

## TRAINING OUTLINE

1. Marketing Vehicle Wraps
  - a. Advertising effectiveness of vehicle wraps (with statistical data)
  - b. Cost compared to other forms of advertising
    1. ROI Calculation
  - c. Other advantages of using vehicle wraps
2. Manufacturing Vehicle Wraps
  - a. Software needed to design a vehicle wrap
  - b. Templates
    1. How to design your own vehicle template
    2. Where to buy vehicle templates (comparing several manufactures)
  - c. Graphic designing for a vehicle
    1. Vehicle curve and panel design
    2. Tips for easy installation and great “curb appeal”
  - d. Applying graphics to a template (software demonstration)
  - e. Preparing files for output
    1. How to tile the graphic for panels
3. Printing Vehicle Wraps
  - a. Using a RIP (software demonstration)
    1. Installing and setting-up the RIP
    2. Managing color using ICC profiles
  - b. Understanding the printer
    1. Technical description of the printing process
    2. Additional equipment needed
    3. Performing printer maintenance
  - c. Printing the graphics
  - d. Choosing the correct materials and advantages of each
4. Finishing the Vehicle Wraps
  - a. Laminating vehicle wraps
    1. Using the correct materials
    2. Tips and tricks
  - b. Contour cutting vehicle wraps
5. Installing Vehicle Wraps
  - a. How to get started
    1. Supplies needed
    2. Certification programs
    3. Additional resources
  - b. Wrapping the vehicle
    1. Prepping the surface
    2. Performing a dry-run
    3. Applying the vinyl
  - c. Finished vehicle tips