



**FLEET GRAPHICS**



**GETTING STARTED**



# WHO IS SIGNZOO?

## **SIGNZOO IS YOUR SINGLE SOURCE FLEET GRAPHICS PARTNER.**

For the past 15 years, SignZoo has provided graphic solutions to commercial fleets of all sizes. From branding a small business with a few vehicles, to outfitting a fleet of thousands with an established brand – SignZoo specializes in building and managing graphic programs that get customers noticed.

## **WE ARE A FLEET COMPANY, NOT A SIGN SHOP.**

Due to a relatively low barrier to entry, any local shop can buy a printer and sell “wraps”. While some excel more than others, it’s best to hire expertise at the start, avoiding common pitfalls, expensive delays, re-dos or subpar end results. A professional fleet partner, we understand the value of minimum downtime.

## **A PARTNER YOU CAN TRUST.**

As a national leading graphics manufacturer, SignZoo has built its business by helping our customers build theirs. Employing top fleet graphics designers, account managers and finishing technicians in combination with our vast network of certified installers, enables us to guarantee customer satisfaction. Our streamlined process provides maximum convenience for our customers.





# WHY USE SIGNZOO?

## TURN-KEY SOLUTION

A **single-source graphics partner**, SignZoo offers clients a start to finish fleet graphics experience. From design, to production to managing installation, we specialize in overseeing each aspect of fleet branding projects, to make the process easy – all while providing our customers one point of contact.

## INTERACTIVE DESIGN SESSIONS

We believe in customer's ability to contribute to the design process. Because of this, SignZoo offers **LIVE design sessions** held online, via screen share. Here company owners or representatives collaborate with our industry leading designers to arrive at the art capable of delivering the most impact, conveying an effective message.

## PRODUCT AND WARRANTY

SignZoo offers the coveted **3M MCS™ warranty** that ensures not only our premium film, but extends to our inks, laminates and production process standards. Beyond that, we stand behind our work with SignZoo's **No Questions Asked Guarantee**, a promise to our customers.

## NATIONWIDE INSTALLATION NETWORK

SignZoo's extensive network of **certified installers** boasts the best in the business. Identified, trained and developed by our leadership, these are craftsmen within their trade that deliver the professional results that reflect on your business. SignZoo has worked with 3M to set industry wide installation standards.

## ONLINE PROJECT MANAGEMENT

SignZoo's unique service management software alerts clients in real time with email notifications, making it **easy** to follow our progress.

## WE STAND BEHIND OUR WORK

One of our competitive differences is our willingness to take ownership of fleet projects, start to finish. This is the driving force behind our **No Questions Asked Guarantee**, a promise to our customers.

| The Local Guy        | 3M MCS Warranty   | SignZoo                     |
|----------------------|-------------------|-----------------------------|
| Majority of Industry | 1% of Industry    | The SignZoo Differentiation |
| NO PEELING           | NO PEELING        | NO PEELING                  |
| NO CRACKING          | NO CRACKING       | NO CRACKING                 |
| NO FADING            | NO FADING         | NO FADING                   |
| NO PAINT DAMAGE      | NO PAINT DAMAGE   | NO PAINT DAMAGE             |
|                      | CLEAN REMOVAL     | CLEAN REMOVAL               |
|                      | COLOR CONSISTENCY | COLOR CONSISTENCY           |
|                      |                   | NO LIFTING                  |
|                      |                   | CONSISTENT PLACEMENT        |
|                      |                   | CRAFTSMANSHIP               |
|                      |                   | NO CRACKING (7 YEARS)       |
|                      |                   | NO FADING (7 YEARS)         |





# HOW DOES IT WORK?



**1. ESTIMATE** | Scope of project is determined with Account Manager, formal estimate is created and sent for customer approval within **1-2 days**.



**2. DESIGN** | Initial concept delivered to client within 3 days of estimate approval. One to two rounds of revisions are typical, with the duration of design relying largely on the responsiveness of the customer. Please allow **3-4 days**.



**3. FCP** | Once the design is approved, a Full Color Proof or FCP is produced and mailed to the customer for approval. This is an actual vinyl sample that shows color and resolution as these factors can vary from monitor to monitor. Once graphic program specs are solidified, these are documented and adhered to for future vehicles. This is a one-time process that typically takes **2-3 days**.



**4. PRODUCTION** | Process includes the print, off-gas (drying), lamination, cutting down and packaging of custom graphics. To ensure keeping with our quality standards, please allow **5 days**.



**5. SHIPPING** | Standard UPS ground shipping is used unless otherwise specified, please allow **1-4 days**.



**6. INSTALLATION** | Throughout Production and Shipping, Account Managers are working behind the scenes to secure installation appointment times with top installers in the area. Install is typically completed in **less than 1 day** per vehicle.





# OPTIONS

Highly customizable coverage packages, specifically designed to deliver maximum impact on every budget.  
We carefully consider the optimal layout for each vehicle to ensure the highest quality of design, print and installation.

## PACKAGE A

### Includes:

- Complete Coverage of ALL sides
- Perforated Window Film
- Trim - see description
- Bumpers

### Excludes:

- Roof
- Non-Painted surfaces
- Front Windshield
- Front Side windows



## PACKAGE B

### Includes:

- All Painted Surfaces
- Bumpers

### Excludes:

- Roof
- Trim
- Perforated Window Film
- Non-Painted Surfaces
- Front Windshield
- Front Side Windows



## PACKAGE C

### Includes:

- 75% of Painted Surfaces

### Excludes:

- Roof
- Trim
- Bumpers
- Perforated Window Film
- Non-Painted surfaces
- Front Windshield
- Front Side windows



## PACKAGE D

### Includes:

- 50% of Painted Surfaces

### Excludes:

- Roof
- Trim
- Bumpers
- Perforated Window Film
- Non-Painted Surfaces
- Front Windshield
- Front Side Windows





# FREQUENTLY ASKED

## WHAT KIND OF WARRANTY DOES SIGNZOO OFFER?

Industry leading 3M vinyl offering clean removability for up to seven years. Laminated with clean protective finish to help prevent against scuffs, fading and cracking. **3M MCS™** protects the whole graphic as well as each component. It covers manufacturing defects, premature failure and loss of adhesion. 3M will replace all material used and provide labor coverage for removal, remanufacturing and reapplication.



## I HAVE EXISTING GRAPHICS ON MY VEHICLE(S), CAN SIGNZOO HELP ME?

If needed, SignZoo can assist with graphic removal. We will remove 3rd party graphics at a standard rate of **\$65 per man-hour**. Factors affecting removal include but are not limited to age of graphics, temperature of environment, and type of vinyl film.

## HOW DOES THE INSTALLATION PROCESS WORK?

SignZoo uses certified installers within our network. **Time: Installation takes less than 1 day per vehicle.**

Preparation: Conditions must be adequate and vehicle(s) must be cleaned prior to installation appointment or additional charges may apply.

## I WANT TO WORK WITH SIGNZOO FLEET DESIGNERS. WHAT ARE MY OPTIONS?

All art designed by SignZoo graphic artists. **Own your art: \$1000.** Finished approved files are transferred to you digitally upon completion.

We can also design and store your art: **\$475**; One time fleet concept design fee, **\$150** for alternate vehicle refits, art owned by SignZoo.





## WHAT IS WIN-PERF?

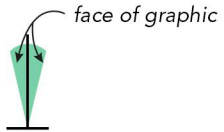
Win-perf is see-through vinyl film. It's used when the wrap design covers windows needed for driver visibility. This film is more expensive, and as such only used as design requires.

## WHAT ARE THE DIFFERENCES IN VERTICAL AND HORIZONTAL SURFACES?

Vertical surfaces have less exposure to direct sunlight, and therefore withstand fading and peeling for far longer than do horizontal surfaces. Climate and weather directly affect graphic performance.

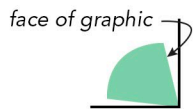
As a general rule, horizontal graphics are at their best for **2 years**, while vertical graphics are at their best for **5-7 years**.

### Vertical Exposure



The face of the graphic is  $\pm 10^\circ$  from vertical.

### Non-Vertical Exposure



The face of the graphic is greater than  $10^\circ$  from vertical and greater than  $5^\circ$  from horizontal.

## CAN I USE MY OWN INSTALLER?

Yes. Many of our clients prefer to use local installers, yet still benefit from **SignZoo product quality**. For this scenario, we created our **print only pricing**. We ship your graphics and you work directly with your installer for application.







[WWW.SIGNZOO.COM](http://WWW.SIGNZOO.COM) | 1-800-239-3815