



FlexiSIGN Makes Vehicle Wraps More Profitable!

By Mark A. Rugen, Certified FlexiSIGN Instructor





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Executive Summary

Vehicle wraps can be made more profitable by allowing for fewer mistakes and by taking full advantage of your design and production software. This paper demonstrates that using FlexiSIGN 8 for design and production of images to be used for vehicle wraps can result in a tighter workflow, as well as save time and labor, and therefore money. Thus the wrap project will become more profitable.

Keep in mind the following when preparing for a vehicle wrap:

- 1) *Use images & designs with flexibility and the installation in mind.*
- 2) *Partial wraps can be even more profitable than a full wrap.*
- 3) *High quality images can be expensive.*
- 4) *Lower resolution images can be resampled in FlexiSIGN for better viewing and printing.*
- 5) *Image colors can be controlled with color management in FlexiSIGN.*
- 6) *Soft proofing on your monitor can save print time and expense.*
- 7) *A partial hard copy proof can be a good test of the image quality.*
- 8) *Vehicle templates are a nice way to present a project.*
- 9) *Always obtain or take a photograph of the real vehicle.*
- 10) *Use FlexiSIGN paneling, masking and other features to set up the full size print.*

You can expect more profits from vehicle wraps with the use FlexiSIGN 8. Here is ONE program that can import images of all kinds, improve the quality of lower resolution images, color manage the colors of the image, soft proof the image on your monitor, provide a partial hard copy proof your image, accommodate vinyl cutting of some of the wrap info, is capable of contour cutting when needed, and can run virtually any thermal or solvent printer or vinyl cutter combination.

Why involve more computer programs than necessary? It can only lead to time delays and less profitability.



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Just saying the term “Vehicle Wrap” in our industry evokes the thought of baskets of money falling into our hands. When we hear that someone is charging \$2000 to \$3500 or more per wrap, we begin to think our children are going to have a very merry Christmas! After all, take a look at some of the images below; don’t they just make you feel excitement and wonder? Don’t you feel compelled to give it a try?



Well, “hold your horses partner”! Before you make the move, let’s talk about profitability and how you can even loose money if you are not careful. This is not a vehicle wrap seminar, but we will focus instead on how your software choices and features can either make or break the profits!

More specifically, we will discuss how FlexiSIGN can help you in selling, design, and printing for more profit in vehicle wraps!