



Vehicle Graphics Expectations

Action Graphics & Signs, Inc. has been installing vehicle graphics for over 5 years and we have installed both short and long term vinyl on most types of vehicles. Our experience has been extensive, and from this experience we have developed a set of guidelines for what you should and should not expect from your vehicle graphics and our installation team.

In all cases the vinyl we install on your vehicle is put on with a 4" squeegee and is applied by hand. We clean your vehicle with all the correct and approved chemicals and remove all objects we can to make the installation as successful as possible (See Vehicle Prep. Guide). Once this is completed, we then tape the graphic panels to the vehicle to make sure they will line up on the vehicle as they were designed. The rule for installation is to install the graphics on the sides of the vehicle first, then the front, the back, and finally the roof. When we install the back, we try to make a clean transition from the graphics on the sides to the back, but there could be a hard line between these two graphics if the body lines of the vehicle are not in favorable places. The same is true for the front of the vehicle and the roof. On passenger vehicles, in almost all cases it is next to impossible to line up the sides with the back graphics and the sides with the front graphics. A compound curve is a part of the vehicle that has two surfaces going in two different directions, all compound curves require us to stretch the vinyl or a piece in the vinyl to cover these areas. This can sometimes cause problems with the graphics. To prevent these problems, it is advisable to use a generic graphic background in these areas. Some vehicles have body indents (i.e. Hummers) and since we cannot stretch the vinyl more than a ¼", we are forced to cut the vinyl and cover only the areas that are viewed from a straight-on view of the vehicle. Areas around door handles, mirrors, door locks, wiper motors, antenna, roof racks, etc. are very difficult to make look perfect, and it is very common to cut the vinyl around these areas and piece in extra vinyl to cover the extra body areas that the vinyl could not cover.

You can expect that the vinyl could have small wrinkles, bubbles, and minor imperfections. You need to understand that this is not paint. If you expect a perfect vehicle graphic that is flawless, then an airbrushed paint job is the best way for you to proceed. You can expect to pay 4 to 10 times the price for this "permanent" graphic. This is not a service Action Graphics & Signs, Inc. offers. We always do our best to make your vehicle graphics look as good as possible, and we stand behind our work. Our rule is that if the vehicle looks great from 4 feet away it is a successful wrap. If you have any problems with your vehicle graphics, you need to contact Action Graphics & Signs, Inc. immediately so that we can fix the problem. Letting the problem go could cause it to get worse or possibly be unfixable.

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