



TwelvePoint
SIGNWORKS

CREATIVE SOLUTIONS + FUNCTIONAL DESIGN + FABRICATION.

Is Your Vehicle Ready to be Wrapped?

Signs to check for before
wrapping your vehicle

Why Replace Old Graphics?

Replacing old design with fresh, new, up to date visual advertising is common place in business.

Things change! Phone numbers and addresses may need updating, or you may have opened more locations you need to advertise. Sometimes your old design is just starting to look a little dated. Whatever your reason for updating the design of your vehicle, it's always important to take stock of the current state of the vehicle's exterior before applying vinyl graphics and wraps to your vehicle.

Before getting new graphics, ask yourself three questions:

1. Has my paint been heavily damaged due to an accident or corrosion?
2. Do I have old graphics on my vehicle that need to be removed?
3. Is there any severe body damage on my vehicle?

Let's Talk About Paint

Because vinyl wraps are a relatively new way for businesses to advertise on their vehicles, some businesses will have had their fleet and service vehicles hand painted. Some service vehicles have been painted many times and will have thick layers of paint on top of each other. This can present problems when trying to apply vinyl graphics or wraps. Why? Because **the quality of each exterior application directly affects the next layer of application**. Paint that is peeling, chipped, crackling, or blemished will not hold new vinyl wraps or graphics very well. Low-quality paint not meant for vehicles will also have difficulty holding vinyl graphics.

It might be too difficult to directly apply vinyl to any of these types of surfaces

Graffiti and other vandalism



Paint that is peeling back and cracking



Various layers peeling and showing through

Don't try to layer the new on the old

Putting paint over vinyl is also never a good idea! Through using a professional installer and keeping your graphics well maintained, a vehicle wrap can last for many years. However, all wraps and graphics—no matter how well done—will eventually lift and peel back from the surface of the vehicle as the adhesive starts to become less effective. If you try and paint over your vinyl graphics, the vinyl will eventually peel up and take the paint (and anything else layered on top of it) up with it.

It's also never a good idea to layer new graphics on top of old or poorly done graphics. Because the films and vinyl used to wrap vehicles are thin enough to conform to the curves of vehicle panels, they are also thin enough to show texture and blemishes due to former wraps. **Let a professional installer remove your old graphics before applying new ones.**

Take care of any major repairs before applying graphics

Vinyl goes on best when it is being applied to a smooth, even surface. The more textured or oddly shaped something is, the more difficult it will be to apply graphics. Graphics will also be ineffective at hiding major damage on the body of your vehicle. Minor scuffs and dings shouldn't present a problem, but large dents or scrapes won't be hidden by an overlay of vinyl.



In conclusion: Just fix it!

If you don't have a well prepared surface for your graphics to go on, life expectancy of the graphics and quality installation is compromised and not guaranteed. Most vehicle graphics installers won't even touch a vehicle in rough condition. Take the time and spend the extra money on a paint job and surface preparation. Your fleet vehicles should show your customers that you take care of your equipment, as you would their business. You'll regain that look of excellence and increase longevity of your vehicle, and its marketing capabilities. Getting a vehicle wrap is never a quick and easy solution to covering up a bad paint job or vehicle body damage.



Bottom line: if the existing vehicle surface is peeling, chipping, or lifting, you're throwing good money at a bad situation.

—Rich Novia, wrap installation expert



Does your vehicle fit the bill to be wrapped?

Talk to us about it! Click the button below to get a free quote and consultation on your wrap or graphics:

CLICK HERE TO REQUEST A FREE QUOTE OR CONSULTATION!

Connect with us! Click on an icon below to check out our profiles or send an email.

