



FLEET GRAPHICS

WHO IS ?



UPDOG WRAPS IS YOUR SINGLE SOURCE FLEET GRAPHICS PARTNER

With over 20 years of experience in marketing and branding, UpDog Wraps is the clear choice when it comes to getting your vehicles noticed. From branding a small business with a few vehicles to outfitting a fleet of thousands with an established brand – UpDog Wraps specializes in building and managing graphics programs that get customers noticed.

WRAPS ARE OUR SPECIALITY

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

A PARTNER YOU CAN TRUST

As local business leaders for over 30 years, UpDog Wraps has built its business by helping our customers build theirs. Employing top fleet graphic designers, account managers, and finishing technicians enable us to guarantee customer satisfaction. Our streamlined process provides maximum convenience for our customers.

FREQUENTLY ASKED

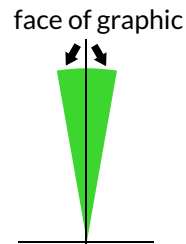
WHAT IS WIN-PERF?

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?

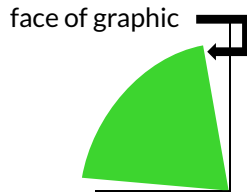
Vertical surfaces have less exposure to direct sunlight, and therefore withstand fading and peeling for longer than do horizontal surfaces. Climate and weather directly affect graphic performance. As a general rule, horizontal graphics are at their best for 2 years, while vertical graphics are at their 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° from vertical and greater than 5° from horizontal.



FREQUENTLY ASKED

WHAT KIND OF WARRANTY DOES UPDOG OFFER?

Industry leading 3M vinyl offering clean removal for up to seven years. Laminated with clean protective finish to help prevent against scuffs, fading and cracking. 3M MCS protects the whole graphics 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 AN EXISTING GRAPHIC ON MY VEHICLE(S), CAN UPDOG HELP ME?

If needed, UpDog can assist with graphic removal. Factors affecting removal include but are not limited to age of graphics, temperature of environment, and type of film.

HOW DOES THE INSTALLATION PROCESS WORK?

UpDog uses professional installers. Time: 1-2 business days 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 UPDOG FLEET DESIGNERS. WHAT ARE MY OPTIONS?

All art designed by UpDog 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 alternative refits, art owned by UpDog.



WHY USE



TURN-KEY SOLUTIONS

UpDog Wraps offers clients a start to finish fleet graphics experience. From design, to production and installation, we specialize in overseeing each aspect of fleet branding projects, to make the process easy.

INTERACTIVE DESIGN SESSIONS

We believe in customer's ability to contribute to the design process. Because if this, UpDog's industry leading designers will collaborate with your company's business owners or representatives to arrive at art capable of delivering the most impact, conveying an effective message.

PRO INSTALLATION

UpDog installers are the best in the business. They are trained and developed by our leadership. These are craftsmen that deliver professional results that reflect on your business. UpDog works according to the 3M industry wide installation standards.

PRODUCT AND WARRANTY

UpDog offers coveted 3M MCS warranty the ensures not only our premium film, but extends to our inks, laminates and production process standards. Beyond that we stand behind our work with 2 year installation guarantee to our customers.

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 OTHER GUY

Majority of Industry

No Peeling

No Cracking

No Fading

No Paint Damage

3M MCS WARRANTY

1% of Industry

No Peeling

No Cracking

No Fading

No Paint Damage

Clean Removal

Color Consistency

UPDOG WRAPS

UpDog Differentiation

No Peeling

No Cracking

No Fading

No Paint Damage

Clean Removal

Color Consistency

No Lifting

Consistent Placement

Craftsmanship

No Cracking (7 yrs.)

No Fading (7 yrs.)



HOW DOES IT WORK?



Consultation

Meet with one of UpDog's Wrap Specialist to discuss your needs and scope of the project.



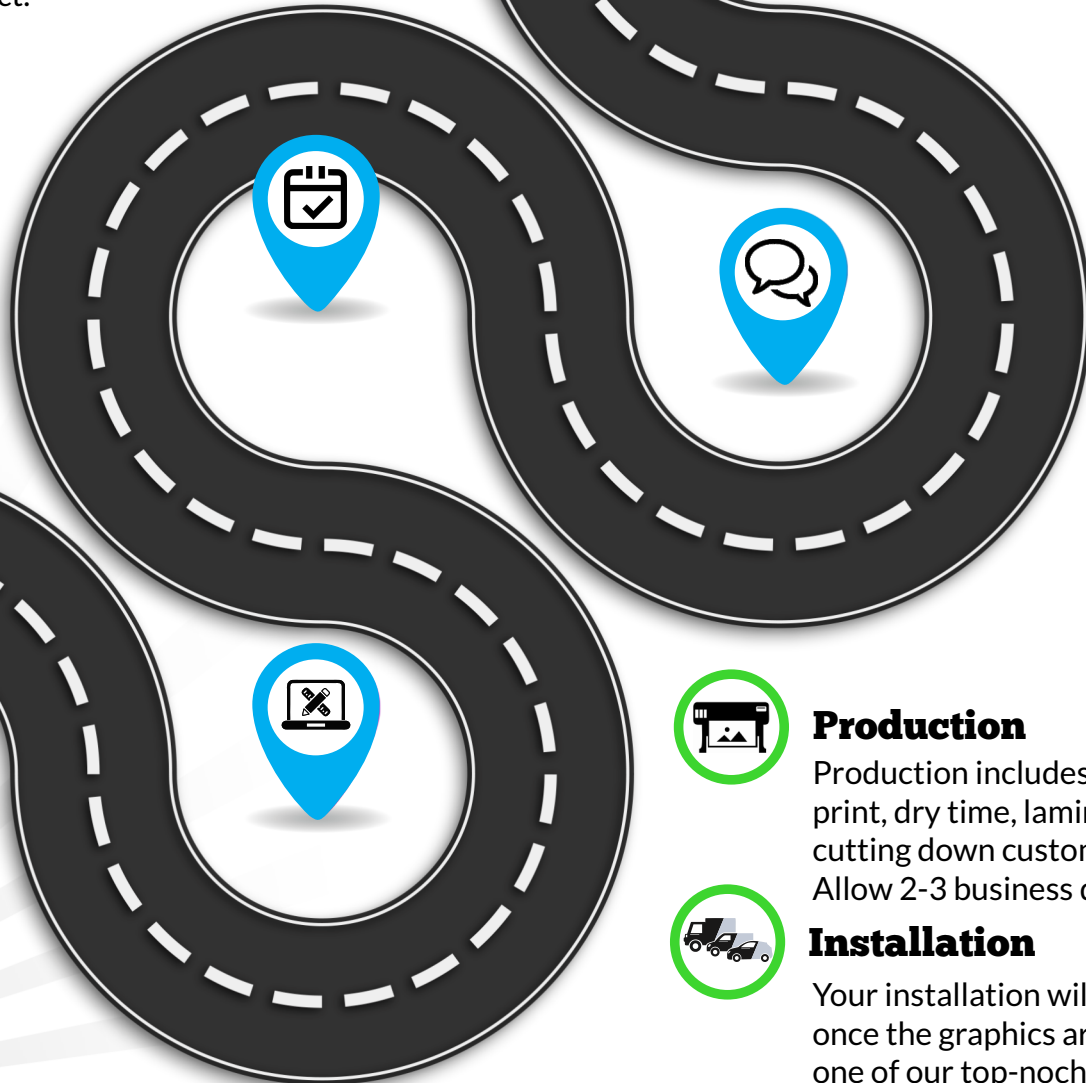
Estimate

An estimate will be prepared in 1-2 business days. Upon your approval and deposit payment we'll move into design.



Design

Your designer will work with you to achieve a design that will effectively convey your message and deliver the most impact.



Production

Production includes artwork exports, print, dry time, lamination, and cutting down custom graphics. Allow 2-3 business days



Installation

Your installation will be scheduled once the graphics are produced with one of our top-notch installers. Installations take 1-2 business days 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.



ALPHA PACKAGE

Includes:

Complete Coverage of ALL Sides
Perforated Window Film
Trim Coverage
Bumpers

Excludes:

Roof
Non-Painted Surfaces
Front Windshield
Front Side Windows



BIG DOG PACKAGE

Includes:

All Painted Surfaces
Bumpers

Excludes:

Roof
Trim
Non-Painted Surfaces
Front Windshield
Front Side Windows



CHAMPION PACKAGE

Includes: 75% of Painted Surface

Excludes:

Roof
Trim
Bumpers
Perforated Window Film

Non-Painted Surfaces
Front Windsheild
Front Side Windows



MASTERS PACKAGE

Includes: 50% of Painted Surface

Excludes:

Roof
Trim
Bumpers
Perforated Window Film

Non-Painted Surfaces
Front Windsheild
Front Side Windows



Fleets • Trailers • Color Change • Custom Design
Auto Restyling • Clear Vehicle Protection
Decal Graphics • All Vehicle Types

**THAT'S
A WRAP!**

**MARK YOUR
TERRITORY**

**2351 W. LUGONIA AVENUE SUITE E
REDLANDS, CA 92374
833-WRAP-DOG OR 909-498-4416
UPDOGWAPS.COM**