



## Frequently Asked Questions

BIGIDEA Wraps is a Premier Digital Graphics and Wraps Company. BIGIDEA Wraps has **incredible attention to detail**. They are known for their ability to Simulate Paint on High Performance Vinyl. BIGIDEA controls all aspects of production in house, from concept to reality. Many companies utilize the skills of BIGIDEA to provide them with large format graphics. Other wrap companies call on Bigidea Wraps for our expertise and service. We are located in South Florida and service the entire Florida area.

### What is a Vehicle Wrap?

A Wrap is a large vinyl decal. It is applied directly over the original paint of the vehicle. The application of the Wrap allows you to change the car's appearance in a very short period of time and in turn allows you to remove the Wrap, returning the vehicle back to it's original condition in an even a shorter period of time, if it's necessary!.

The BIGIDEA Wrap's alternative to paint is not only more cost effective, but will provide more pop, detail and impact that paint cannot come close to. Whether you are a large corporation, advertising for a weekend, a company advertising your business for a few years or an individual that has a custom BIGIDEA Wrap created for your daily driver. A BIGIDEA Wrap will get you noticed!



The High Performance vinyl used for a BIGIDEA Wrap requires properly prepared surfaces to promote adhesion. On many vehicles, we will encounter painted surfaces that **may not be conductive** for that necessary adhesion and durability of the materials, such as door handles, hinges, textured surfaces, emblems, rubber, moldings, weather stripping, sliding windows, exhaust areas and some extreme convex and compound curves. We typically will not wrap rubber or plastic areas of the vehicle. There are techniques for handling some of those areas, such as providing overlays, patches, relief cuts and taking these areas of concern into consideration during the design phase prior to printing. The practice of using these techniques for blending and coverage makes those areas difficult or impossible to see from 5-10 feet away. It is important that you understand a Wrap does not provide for covering 100% of the vehicle, as **some areas are not conductive to vinyl at all such as cracks, expansion joints and seams**. Some vehicles have indentations on bumpers and other areas that may distort the text if viewed up close. In most cases the images and message will look fine when viewed from the viewing distance of 10 feet away. The material manufacturers recommend a 1 inch gap in deep crevice areas to prevent material failure and insure correct adhesion. The materials used by BIGIDEA Wraps are of the highest quality from manufactures such as 3M and Avery and have been designed and tested for outdoor use, such as the utilization of inks and laminates with UV properties, to help prevent fading and cracking over time. The durability of wrap materials is 4-5 years outdoors.

### Vehicle Wraps vs. Paint

You might be wondering why you should go with our vehicle wraps over paint. We're glad you asked! Below are a several reasons why vehicle wraps are a better choice than paint:

- Less than 1/2 the Cost of Paint - our vehicle wraps are much less expensive than painting your vehicles to have the same effect.
- Better Vehicle Resale or Trade-in Value - our vehicle wraps actually help protect the vehicle's paint while they're on the vehicle and can easily be removed without harming the vehicle's finish. And when you are ready to sell or trade-in your vehicles, you will get much more money for your vehicles if they do not have your company's logos on the vehicles. If you had painted your fleet vehicles, either you or the buyer (dealership or end-user) is going to have to totally sand down and repaint the vehicle in order to sell or use it. So in addition to the lower up-front cost of vehicle wraps, the overall cost for the life of the vehicle is also much less!
- Safer Driving with Better Visibility - the portion of the vehicle wrap that will cover your vehicle's windows is transparent from one side - allowing you to see out of the vehicle while keeping the sunlight from harming your vehicle's interior. You can hardly tell there is anything on the windows at all while you are driving - making it safer for the driver and other vehicles around! If your drivers are just plain horrible drivers, we're sorry, but we aren't going to be able to help them much!
- Easy to Update - our vehicle wraps are easy to update. If your company's name, address, phone number, web site, slogan, or products change, it is much easier and less expensive to modify or update a vehicle wrap. If your information is painted on the vehicle, that is a different story - one which your accounting department isn't going to like to hear.
- More Creative Flexibility and Freedom - you have much more creative flexibility and freedom with our custom vinyl graphic wraps for a couple different reasons. Our auto wraps are created digitally and you can see the design before it's on the vehicle so you can make any changes before it's final. If you have an artist's sketch, film, or other formats of your design already, we can convert it to a digital image, so that isn't a problem either. Because the vinyl graphics can go on your vehicle's windows without reducing visibility, your design can seamlessly cover virtually your entire vehicle - giving you more space and flexibility to get your vehicle's advertising message or custom design across!

### **What should I know before I purchase a Vehicle Wrap?**

1. Do not get fooled by low cost wrap alternatives... Some companies may use materials that may shrink and bubble over time plus they may damage your vehicles clear coat surface paint when you remove the wrap.
2. Some companies may say they are using high quality materials such as 3M, but when they print they may use low cost vinyl's alternatives and over laminates.
3. Do not get a wraps with liquid lamination. It will not hold up for 5 years to South Florida's strong UV sun ratings. The ink will fade, plus liquid lamination tends to scratch easier than film lamination.
4. Make sure they use High quality true solvent based outdoor inks that do not fade in the color over a short time period.
5. Make sure they are certified on the wrap installations, the wrap may fail and peel off over time in they do not know how to install it properly.
6. Make sure they do not cut into the surface of your vehicle while applying the wrap that may damage the clear coat on your vehicle.
7. Make sure they are insured in case there is any physical damage or accident while doing the installations.
8. Make sure they have many year experience doing vehicle wraps.
9. Make sure they give you a 4-5 year warrantee on all materials and labor.

**How does it look?** If you have to touch it to see how we did it, we did a good job! It looks as good as or better than a brand new car and it stays that way for up to 5 full years. One delivery van can offer more than 18 million visual impressions per year. Now you know why everyone is looking at you!

**What else can you do?** Bigidea can produce all types of advertisement graphics for your company. We can also provide a wrapped vehicle for special events with a full time driver. Just imagine your logo or identity everywhere. Trucks, trailers, banners, and buildings can all have the same corporate or graphic look to represent you or your product better than your competitors! It's about presence, standing out in the crowd and getting noticed. It sells supports and promotes to everyone who sees it.

**Can you design my vehicle wrap?** Yes, we can design your advertisement and large format graphics wrap. We can also design your logo and other graphics. There is a separate charge for all design time. It can range from \$40.00 - \$60.00 per hour depending on the project requirements. Large format design and layout is very time consuming and requires large hi resolution graphics for the images for print sharp at large format. Not everyone knows how to design vehicle wraps. We use special vehicle templates that are the true scale of your vehicle to make sure the graphics are located properly on the vehicle when we design it.

### **I have a Designer; can we just send you the design ready to print?**

Yes, we can print your design if it is ready for large format printing. Please make sure that all the images are of the highest resolution so your prints looks nice and sharp when printed at large format.

### **My designer does not have the vehicle template to design my wrap; can you provide the vehicle template for him to design?**

Yes, we can provide your designer with the accurate vehicle template of your vehicle. There is a \$40.00 fee for each template. This amount will be credited to you when we print and install your vehicle wrap.

**How long does the entire process take?** In most cases from 7- 10 days. The design phase may take 5-7 days. The printing will begin once the design is approved. The printing takes 1 day, and then we have to wait 24 hours for the ink to dry to laminate the prints. The prints are laminated in one day. After the prints are ready we will schedule with you one day to wrap your vehicle. We will only need the vehicle for 1 Day to wrap it.

### **What is the Difference between a Partial Wrap and Full Wrap?**

A Partial Wrap generally means we do wrap portions of the vehicle such as the bumpers, the front hood or the sides. A partial wrap can be cost effective and is performed when you want to use the existing color of your vehicle to be background color for the advertisement. Perhaps a white van can be used as a partial wrap.

A full wrap is exactly that... It covers the entire vehicle with graphics and new colors. With a Full Wrap we can turn a black vehicle into a red and yellow vehicle with new graphics. Most of the time the full wrap is more effective as an advertising message than a partial wrap.

### **Can you reproduce the color of my wrap 100% exactly like the the vehicle we had wrapped by another company?**

If we have the original files from the last job, we can print the files you give us with no problems. Color matching and ink saturation levels are hard to match from one printer to the next. Not all printers use the same type of printer and same type of ink. Also the materials that where used to print the first wrap may not be the same type of materials used to print the second wrap. There will be a color deviation of about 5%-20%.

Color is a subjective topic since not all computer monitors show the same color as the next. Alsoone persons perception of blue may not be the same as another persons perception of the same blue. The color proof that you review on your computer monitor and approve may not be the same color that is actually printed. This is because not all computer monitors are color calibrated the same. There will be a slight deviation in the final print from what is seen on the computer monitor to what actually prints.

We use the best technology and workflow to perfect the color process and we can only guarantee your what you expect to see on the final print if we print a full color proof for you on the final material that will be used for the job. This way you can see exactly what the final printed color will be before we print the entire job. We do not print color proof for every job and you as the client must request the printed color proof before we print the final job.

**Will the material damage my paint?** BIGIDEA Wraps use only the finest High Performance Vinyl. This material is designed to be removed without damaging the paint. However, you may want to be careful if you have an aftermarket non OEM (Original Equipment Manufacturer) paint job.

### **How much does a wrap cost?**

Great question! We get asked this question at least 5 times a day. The truth is each vehicle wrap is unique, because not all advertising messages and vehicles have different sizes. Good Information from you is the key to a proper estimate.

Generally the cost for a partial vehicle can run from \$500 - \$2500.

A full wrap can run from \$2000-\$5500, depending on the size and complexity of the vehicle wrap.

Also long term vs. short term wraps can make a difference in the price because sort term material cost less than long term 3M vinyl material.

### **What is the cost? (6 parts):**

1. • **Design Time:** This is the number that is variable as most clients want custom design and this requires very specialized attention to detail the average design can take as little as 5 hours to some of our most complicated taking 40 hours and the average is 10 hours.
2. • **Materials:** This number is predicated upon the amount of gross square footage needed to accomplish virtually seamless coverage of the intended area of wrap.
3. • **Setup:** This number is the most stable and only occurs when a design file needs to be setup for print. This number will occur every time a file needs to be formatted for print.
4. • **Printing:** Print costs are included in the material costs and again is predicated upon the gross square footage.
5. • **Lamination:** Is included in the material costs.
6. • **Contour cut** (plotter). This fee occurs when the graphics need to be precision cut to follow body panels. A partial BIGIDEA Wrap would be an example that has a plotter fee.

### **Why is a Vehicle Wrap a good advertising investment for my company?**

A typical full yellow page advertisement will cost your \$1200.00 per MONTH, that's come out to \$14,400 per year ongoing every year. Expensive.

1. With a yellow page ad, people have to go looking for you in a book full of your competition. Not effective.
2. A Typical road side billboard Sign will cost you about \$3000.00 per month, that's \$36,000 per year. Expensive, plus not as effective.
3. People have to drive by that bill board sign to see your advertisement. You limit you market.
4. **For under \$50.00 per month, for 4 years... you can have a moving Billboard that will advertise your business to millions of viewers 24 hours per day with a Vehicle Wrap that is more effective that any Yellow Page or Road Side Billboard Sign.**

## Why do you laminate?

Be very careful when your search for estimates on vehicle wraps. The proper way to print and install a vehicle wrap is to laminate the prints before you apply it to the vehicle. After the prints are dry, we wait 24 hours so the solvent ink can completely cure, then we install a 2mm over laminate onto the prints to protect them for the Hard Florida sun UV rays. If you do not laminate the prints, they will fade color within one year of the wrap. We found out that there are several companies in South Florida that provide wraps at very low prices, but they are not laminating the prints. Be very careful of this because your wrap will look horrible with in 12 months and you will have wasted your money.

The real over laminate also protects the expensive prints from any road grime and scratching. Also laminated prints are safer to wash the car than wraps that are not laminated.

## Is liquid Lamination OK?

Be careful with liquid lamination. There are companies applying liquid lamination to vehicle wraps because it is cheaper than film over laminates and it may not be as safe for your new prints. It depends on what type of liquid they use and also the amount of liquid that is used on the prints. Liquid lamination is better than nothing for UV protection, and it's cheaper than film over laminate, but it is not as durable as an actual film over laminate. Also some liquid lamination will fall off with some strong car wash cleaning solvents. By far the recommended professional procedure for wrap protection is over laminate clear film. We use 3M and Avery film over lamination on all of our wraps.

## Examples from the Road of Poor Ink of poor lamination? (Not by Bigidea)



This is what happens when you use low cost and low cost materials. Fading and Peeling.

## What type of Ink do you use?

We only use true solvent inks designed for outdoor use. This ink is designed to withstand the sun's UV rays than may cause your prints to fade. With our inks the colors are printed with accurate color reproduction and the colors pop out to create a vibrant advertisement message.

## We only provide the best Quality Ink and Materials.

See our work for yourself. The following Wraps are all done by Bigidea Wraps. Look at our colors and quality of our prints. They look sharp up close and from far away.



Click here to see More Samples of our Quality work:  
<http://www.bigideawraps.com/photo-gallery.html>

## What is the resolution of a BIGIDEA Wraps print?

An apparent 720 X 720, we can print up to 1400 Dpi.

## I want a photo/image integrated into the design what size does the photo need to be?

For the minimum acceptable quality in print the photo needs to be 100 DPI at full size. Please request our art specifications document for more details on images sizes and resolution for design.

**What do you use on the Windows?** We use a special one way vision film that has small perforated holes in the vinyl to allow you to see out from the inside of the vehicle. When printed on the outside, the image can be read and becomes part of the entire vehicle wrap entire image. Bigidea adds a UV protection to all one way vision films to help prevent color fading. Below are a couple vehicle wrap examples and pictures showing how good the visibility is through the vehicle wraps?

Pickup Truck wraps



Sprinter van wraps



From inside looking out. Rear Window Visibility



Looking

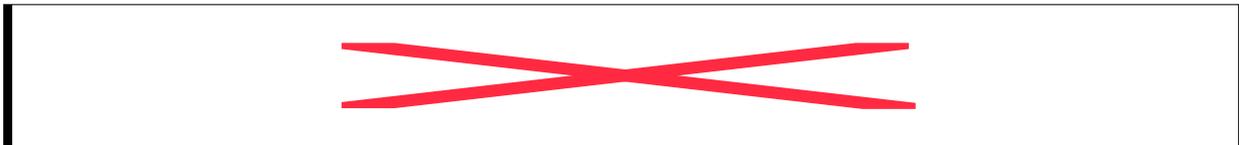


## Can I install a simple decal myself? This is a very good question!

Determining your skill level in working with vinyl applications will help you determine your ability in applying such an exclusive decal by BIGIDEA. The majority of BIGIDEA graphics and decals are produced on pressure sensitive media and is intended to be applied as a dry installation. This material is considered reposition-able. What this means is the material is NOT as aggressive (less sticky) on initial tack as other vinyl products (very sticky stuff). For example: A typical decal/sticker you may have worked with in the past was so aggressive when it initially touched the intended surface it could not be repositioned without being damaged. This is not the case with BIGIDEA material.

## Can I apply the Vehicle Wrap Myself?

Sure if you're a trained professional like us. Applying a pressure sensitive vinyl film to create a vehicle wrap may seem an easy job of placing adhesive backed vinyl film to cover a bus or truck shell but, appearances can be deceptive. Applying fleet/vehicle wraps requires a tremendous amount of patience and concentration in lining up each vinyl film element and transferring it to the vehicle. There are no special machines to apply this; **it's all done by hand and is definitely not for the faint of heart.** The coverage of a vinyl wrap on a bus can be akin to placing a series of large decals in exacting proportions in very specific parts of the bus. The trick is getting all the different vinyl panels to perfectly line up as one complete picture. Not easy. When applying a vinyl film on a bus, one must take into account whether the wrap is temporary or permanent, where it's going on the bus and what the material is (metal or glass). There is also the surface condition; is it smooth? Is it corrugated? Are there separations within the surface (window openings, door gaps, gas inlet hatch, etc.)? Covering windows is easy, but it requires a different kind of vinyl, a perforated one-way viewing vinyl that allows it to cover windows, yet letting passengers still see through them.



## Will you pay me to drive someone else's advertising?

No. Our company charges businesses to wrap their own company vehicles. We do not have a fleet of vehicles for you to drive.

## Will a vehicle wrap damage my vehicle's paint upon removal?

No. In all of our experiences, the only time a vehicle's paint may be affected is in the case of a poor repaint job. Factory paint, in 99.0% of instances, is not affected by our wraps. Be aware that cheap vinyl materials may damage your vehicle's clear coat.

## Can you wrap my vehicle with a solid color instead of painting the vehicle?

Yes, we can wrap your vehicle with a solid color although in some cases it may be more cost effective for you to simply paint the vehicle with the solid color. Call for details.

## Can you come to my location and wrap the vehicle?

Yes, we can come to your office or home location to wrap your vehicle, outside weather permitting of course.

### **Are you insured?**

Yes, we are insured against any damages to property and personnel while on the job.

### **Will you wrap a leased vehicle?**

Yes, like any other vehicle, the wrap can easily be removed without any damage at the end of the lease.

### **How long will a wrap last on my vehicle?**

Our wraps will normally outlast the vehicle. You can expect your wrap to last 5 years or longer, providing you are careful about power washing.

### **Do you offer any kind of warranty?**

We offer a 4 year warranty on our wraps for material applied to painted surfaces and one year for material applied to window surfaces.

### **How do I care for my wrap?**

Hand washing is best. Avoid high pressure washes and be careful never to use an ice-scraper Sweeping off windows with a soft broom and rear defroster will cause no damage to your window wrap.

### **What's the difference between a   ,   , and full wrap?**

1/2 Wrap includes the entire rear of the vehicle and 1/2 way up the vehicle, and includes a hood logo.

3/4 Wrap includes the entire rear of the vehicle and 3/4 way up the vehicle, and includes a hood logo.

Typically, a Full Wrap includes the entire surface of the vehicle with or without the roof, depending on the vehicle and the client's wishes. There is an additional charge for materials and labor to wrap the roof.

### **What is the approximate time frame expected for installation once the design is approved?**

From the time that the design is completed and approved by our client, a wrap can be printed and installed within 10 days.

### **What kind of resolution is required for artwork files, and which type of files do you accept?**

For vehicles, it is important to finish with a resolution of no less than 75dpi at full size. We can accept almost any file type (PC or Mac) and prefer the format to be in line-art, such as .eps files.

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### **What if I don't have any high resolution artwork?**

High-resolution artwork is available and can be purchased through various sources. Providing you can purchase Royalty free artwork, you can then use it in all of your marketing material. We provide several links from our website to a few popular artwork sites.

Alternatively, we can assist you in designing a complete wrap from concept to completion which includes dealing with all of the high resolution artwork. Once completed, we will also provide you with a disk of your artwork for future use. The cost of the design can range in price, depending on the time and complexity.

### **Can you wrap anything other than a vehicle?**

Yes. We have wrapped buildings, windows, storefronts and machinery. Providing that the surface to wrap has enough adhesion for the vinyl, a wrap is possible.

### **What forms of payment do you accept?**

We accept cash, company checks, personal checks, all major credit cards and Paypal payments.

### **What are your terms of payment?**

We require a 50% deposit upon start of project to cover all startup costs and materials. The complete balance will be due upon completion installation.

(All of the above information is considered confidential to Bigidea Wraps Inc. and should not be copied and reproduced without prior consent and permission of Bigidea Wraps Inc.)

**Bigidea Wraps Inc.**

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