

## Top 5 film factors to consider when wrapping your fleet.



### ✓ Durability

High-quality graphic films will stand the test of time in a variety of climates. However, not all films are built to withstand rigorous road conditions. A key determinant of a wrap's longevity is the durability of the film. A film's durability refers to its strength against elements such as weathering and other outdoor exposures. Lesser quality films are more likely to fail under harsh outdoor conditions over a shorter period.

### ✓ Installation

When having films installed, simplicity and precision can save time, and in turn, increase your bottom line. Premium films equipped with superior air release capabilities and optimal slide ability make installation easy and minimize bubbles and other errors. Quick installations also increase operational efficiency by decreasing fleet or vehicle downtime.

### ✓ Maintenance

Maintaining a graphic film is largely dependent on proper cleaning and care practices. Keep your graphics in good condition by washing them regularly. Contaminants allowed to remain on the graphic may become more difficult to remove during cleaning. Graphics can be cleaned by hand or by using pressure washes and automated washes. If your graphic needs to be repaired due to normal roadway wear and tear, typically graphic panels can be easily replaced without the need for replacing the entire graphic.

[Click here for more details on Graphic Maintenance](#)

### ✓ Removability

When it comes time to remove or change the film, high-quality films come off easily and make removal pain-free after the installation. Low-quality films can crack, shatter and leave adhesive residue behind after removal which can become costly and may also impact operations due to unexpected delays. Premium films are easily removed within the recommended time frame and do not cause damage to the vehicle.

### ✓ Warranty

It's important to make sure that your wrap investment is protected. When selecting a film, be sure you chose a manufacturer that has a history of standing behind the quality of their products and guarantee performance. A good warranty is comprehensive and can be applied consistently. Warranties should be hassle-free and provide you with peace of mind on your purchase.

By taking the five factors discussed above into consideration and working with your graphic film converter, you will be able to identify the right film for your wrap and ensure that you are providing the proper care to maintain the wrap's condition and maximize your return on investment.