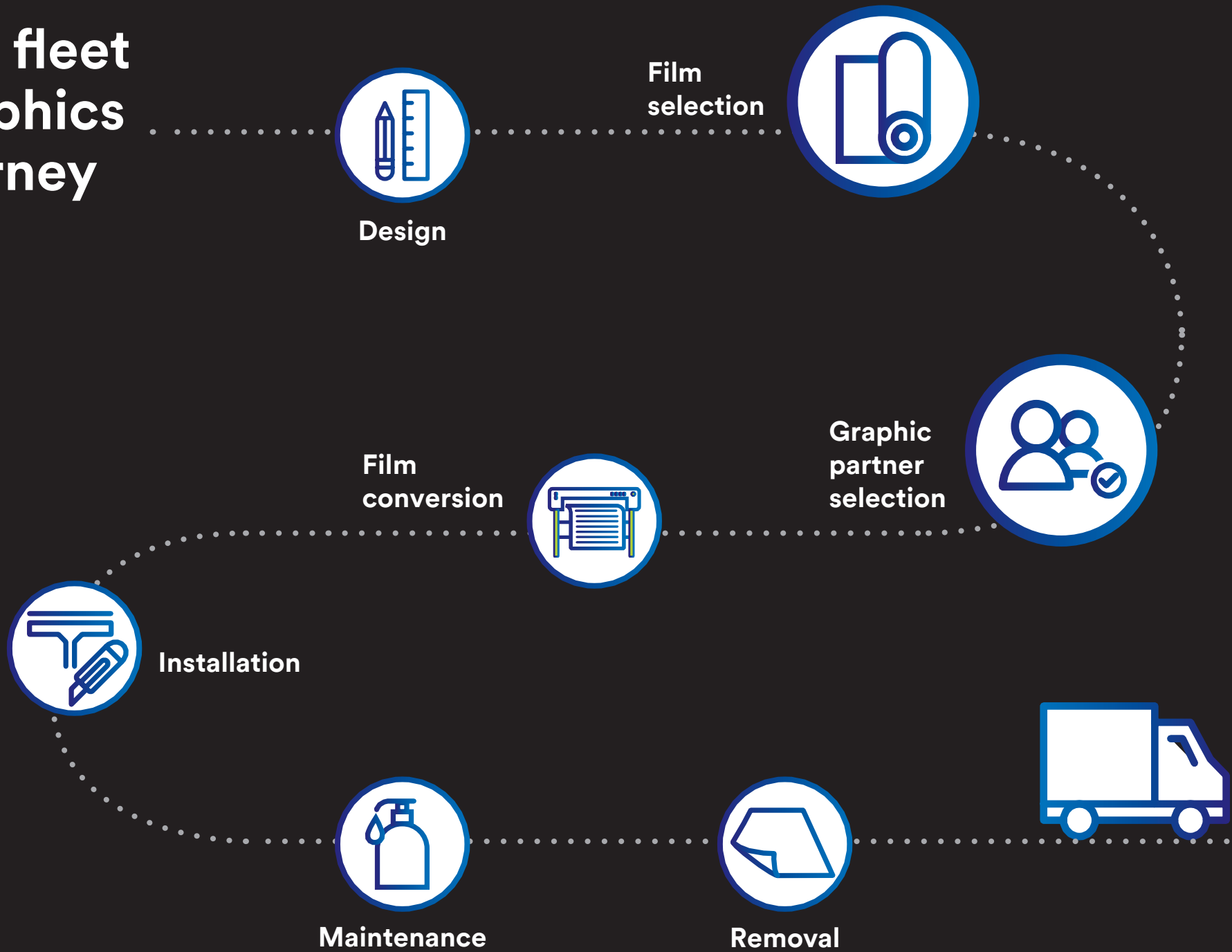


**3M** Science.  
Applied to Life.™

# 3M Fleet Graphics Guide



# The fleet graphics journey



# The fleet graphics journey



## Design

In partnership with your marketing team, determine your company's fleet branding/advertising goals and budget. The following factors can influence design and budget:

- **Scale:** size/dimensions of vehicles, vehicle type, and number of vehicles that will be wrapped in your fleet.
- **Coverage:** full wrap, partial wrap, decals, or reflective wrap.
- **Brand Standards:** designs, logos, colours, and other brand elements.



## Graphic partner selection

Do your research to ensure you are selecting a partner with the experience and capabilities necessary to deliver desired results. Also make sure your partner stands behind their work and offers a comprehensive warranty.

- Provide your potential partners a formal specification.
- Request bids/quotes that follow your specification guidelines.
- Consider the value-added services that a partner may offer and select that best offer that meets your needs such as timing and/or managing logistics.



## Film selection

It's important to ensure you have the right film for the right application. Choosing the right films can lead to more efficient installations and removals which minimize downtime and maximize long term savings. Complete a film specification to ensure you achieve the best results.

- Work with a local 3M sales representative to develop a formal specification to select the right products for your graphics application.
- For smaller projects where specs are not used, be sure to discuss your film preferences with your graphics partner.



## Film conversion

During this phase, your graphics partner will begin printing and/or cutting your graphics according to the agreed upon design.

- Before the full production of graphics, be sure to review proofs and/or prototypes of your graphics.

# The fleet graphics journey



## Installation

Professional graphics installation is a critical factor in producing quality results. Be sure to:

- Determine how much prep-work will be needed for your vehicles. Prep work may include film removal, paint repair, and/or repair of any imperfections, especially if graphics are not being applied to a new vehicle.
- Be sure that your partners are using qualified installers to complete the job.



## Removal

Film removal can be time consuming and costly if low quality films were used for your project, or if you leave graphics on too long.

- Be sure to specify the right films upfront to avoid removal issues down the line.
- Follow the film manufacturer's recommendations on warranty and expected life of the graphic.



## Maintenance

Be sure to follow recommended maintenance procedures to get the most out of your graphics and keep them looking their best. 3M offers a range of products such as Meguiar's® Gold Class™ Bug and Tar Remover or 3M™ Citrus Base Cleaner to help you properly care for your graphics.

- Wash graphics regularly with a non-abrasive detergent. Contaminants allowed to remain on graphics may be more difficult to remove. For fuel spills, wipe off immediately to avoid degrading the vinyl adhesive.
- If automated washes are used, touchless are the best. Brush car washes may cause dulling/scratching/lifting edge of the graphics.
- If pressure washing, ensure the water pressure is kept below 1200 psi at a temperature below 60°C (140°F). Keep the spray nozzle at least one (1) foot away from the graphics.
- Soften difficult contaminants such as bug splatter and droppings by soaking with hot soapy water before removal.



# Key components of finished graphics

Great graphics start with a great film foundation. When starting a fleet or vehicle wrap project it's important to ensure your partners use high quality materials with proven performance.



## Base film

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Base films are classified as either cast or calendered vinyl. The primary difference between the two films is the manufacturing process.

### Cast (premium)

The most durable films with unique properties that offer low shrinkage and high conformability. These features make premium films the best option for long term applications and complex surfaces.

### Calendered (intermediate)

Typically used for short-term applications. Calendered films are great for seasonal campaigns and promotions.

## Inks

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Ink quality is a critical factor in producing great printed graphics. High quality inks help produce vibrant, sharp images. Low quality inks can significantly compromise the aesthetics of your graphics.

At 3M, we're proud to partner with world leading ink and OEM printer manufacturers, such as HP, EFI™, and more to develop co-branded inks. The 3M™ MCS™ Warranty ensures ink compatibility with our films and durability for the life of the warranty.

## Film protection

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Base films are covered by a protective film or ink layer to maintain printed graphics.

### Overlaminates

Protective films that offer the most durability. The added thickness of overlaminates also helps provides easier installation and removal.

### Clear coats

Protective ink coatings used as an alternative to overlaminates and commonly applied to flat surfaces.



3M™ Controltac™ Graphic Film with 3M™ Comply™ v3-Adhesive IJ180Cv3

# Film selection

From passenger vehicles and cargo vans to box trucks and trailers, 3M's broad portfolio of films provides versatility for applications across your entire fleet. We invest heavily in research and development as well as conduct extensive testing to deliver advanced film technology and performance. Films with 3M™ Comply™ Adhesive and 3M™ Controltac™ Technology allow easier and faster installation and removal of your graphics.



3M™ Scotchlite™ Print Wrap Film 780mC-10R

## Film categories



### Printable films

White printable films provide a blank canvas for infinite design possibilities.



### Pigmented films

Coloured or pigmented films are great for cut letters, decals, or full wraps.



### Reflective films

Reflective films offer 24/7 visibility. Great for capturing more impressions and enhancing visibility for added safety.

## Adhesion



### Ultra-removable (changeable) films

These films can be removed without any aids such as heat or chemicals and without any residue — great for short term promotions. Recommended to be used 1–5 years.



### Removable films

These films can be easily removed with the use of an aid such as heat. Removable films are commonly used in fleet applications for long-term branding. Recommended for use of up to 7 years.



### Permanent films

These films are not designed to be removed and may cause damage to the surface if removal is attempted. Ideal for applications where graphics will be used for the full life of the vehicle.

## Application/surface



### Flat surface

Easiest surface to install or remove graphics on. Flat surfaces may include rivets which are a bit more of an application challenge, e.g., trailers and box trucks.



### Curved surfaces

Requires more precision and therefore may require more advanced film properties and application expertise, i.e. vans, passenger vehicles. Curved surfaces are classified as simple or complex.



### Corrugated surfaces

Generally just repeating simple curves that may require more advanced film properties and application expertise.

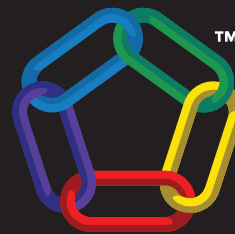
# 3M has you covered every step of the way!

## Key partners



### Film manufacturer

3M is the market leader for graphic vinyl films and is a trusted partner to some of the world's largest and most admired brands. 3M offers a variety of films to meet your vehicle and fleet graphic needs. We have developed an unparalleled ability to measure and analyze some of the toughest environmental conditions through our sixteen weathering resource centres, guaranteeing our customers maximum quality and durability.



3M™ MCS™ Warranty

### Graphic manufacturer

The 3M™ MCS™ Warranty is the most comprehensive in the industry and delivers strong and reliable finished graphics, providing peace of mind to our customers. Our 3M™ MCS™ Partners provide finished graphics that are produced using 3M films, inks, protective films/coatings, and certified printers to guarantee quality and consistency.



3M Preferred Graphics Installer

### Installer

3M installer programs test the installation skill level of individual installers and recognize installation companies for sound business practices. Preferred Graphics Installer must pass hands on and written tests to demonstrate professional installation.

# Choosing a graphic manufacturer

With a foundational understanding of film, a graphic manufacturer can help finalize the graphic project details, design, and install. When selecting a graphic manufacturer, it's important to consider:

## Experience

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To ensure you are satisfied with your graphics, it's important to choose a GM with experience in the type of applications you need and one that has a reputation for producing high-quality graphics. 3M™ MCS™ Warranty partners go through a certification process each year to ensure their graphics are produced to the highest standards.

## Graphic materials (film, inks, protection)

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To help ensure confidence in your graphics from the time they are installed until they are removed, it's imperative to ensure that your GM is using high quality films along with other components. Cheaper materials may save you money up front but can become very costly down the line.

When graphics are produced using the 3M recommended combination of products (films, inks, and protection), and to 3M specifications, the finished graphics are protected by the 3M™ MCS™ Warranty.

## Project management

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Be sure to understand how your graphic manufacturer will work with you to minimize downtime and help coordinate the logistics for graphic installation on your vehicles. 3M has a network of certified installers to help GMs execute projects more effectively and efficiently. 3M also offers GMs project management technology tools to help streamline the process.



# Film reference guide

	Product	Film Type	Adhesive	3M™ MCS™ Warranty*	Surface-Application				
					Flat	Flat-R	S-Curve	C-Curve	Corr
<b>Short Term Promotions</b> Graphic solutions that provide ultimate removability	3M™ Comply™ Adhesive 3500C	Calendered	Ultra-removable	2	●		●	●	●
	3M™ Print Wrap Film IJ180mC-10UR	Cast			●	●	●	●	
<b>Long Term Branding</b> Industry standards for fleet and vehicle wraps with superior durability and application efficiency benefits	3M™ Controltac™ Graphic Film with 3M™ Comply™ v3 Adhesive IJ180Cv3	Cast	Removable	7	●	●	●	●	●
	3M™ Controltac™ Graphic Film with 3M™ Comply™ Adhesive 180mC								
<b>Maximize Graphic Impact</b> Graphics solutions that provide additional branding and functional benefits such as 24/7 visibility	3M™ Scotchlite™ Reflective Graphic Film Series 680	Cast	Removable	7	●	●	●		●
	3M™ Scotchlite™ Print Wrap Film 780 mC-10R				●	●	●	●	●
	3M™ Wrap Film Series 2080								
	3M™ Envision™ Print Wrap Film SV480mC	Non-PVC	Removable	8	●	●	●	●	●
	3M™ Envision™ Print Wrap Film LX480mC	Non-PVC	Removable	8	●	●	●	●	●

\*Max duration on fleet

High-quality films offer maximum durability and allow you to get the most from your graphics. They offer faster installation and removal to make a project more efficient by minimizing downtime. In addition, they are able to withstand harsh outdoor exposures. Premium graphics help mitigate the risk of fading, peeling, cracking and difficult removal. They also offer superior print quality. Starting your project with a good film foundation is the key to great graphics that last.



For more information, visit [3M.ca/Fleet](https://www.3m.ca/Fleet)



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