

# INTRODUCTION TO CAR WRAPPING



**Marketing the benefits of  
vehicle wrapping to your customers.**

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# This is eBook part 3



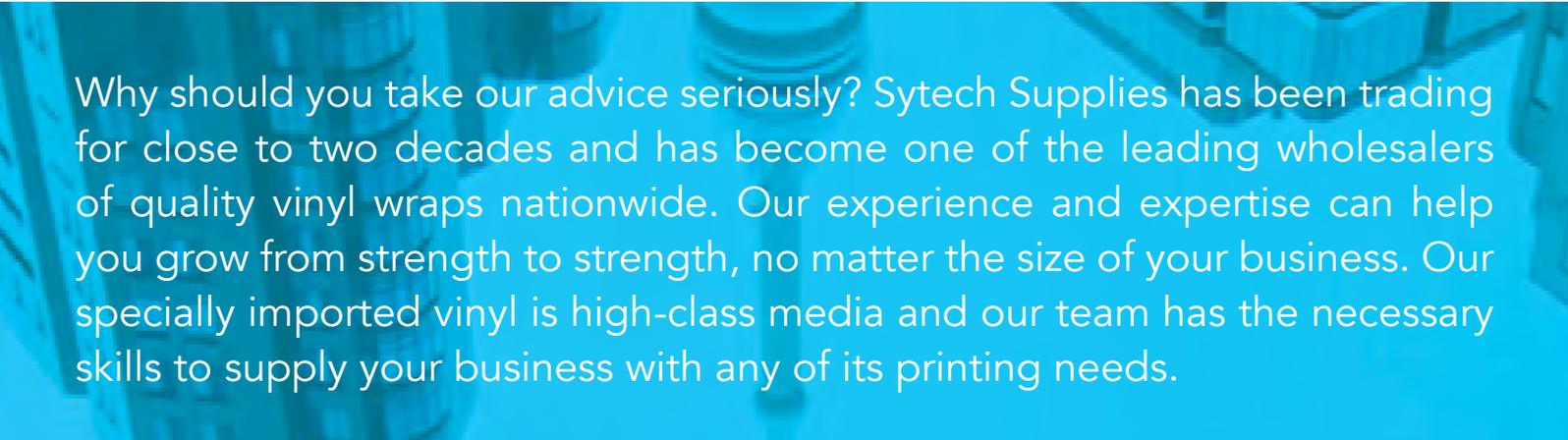
The eBook consists of three main parts. This first eBook explores the history of the car wrapping industry, present trends in the trade and the future of the craft.



The second part provides an in-depth look at the practical aspects of wrapping a car, ranging from the design process to post-installation, vehicle care pointers. If you are seeking additional information, there are a number of comprehensive guidelines attached at the end of various sections which will assist in gaining a deeper understanding of the subtopic being explored.



The last part highlights the benefits of using a vehicle wrap to advertise your business, providing figures and additional sources to emphasize why you really shouldn't hesitate in joining the industry.



Why should you take our advice seriously? Sytech Supplies has been trading for close to two decades and has become one of the leading wholesalers of quality vinyl wraps nationwide. Our experience and expertise can help you grow from strength to strength, no matter the size of your business. Our specially imported vinyl is high-class media and our team has the necessary skills to supply your business with any of its printing needs.

# Benefits of vehicle advertising

## Techniques needed to wrap

Vinyl car wraps are the solution for those who want their vehicle to be a head turner. It's the rage of the present and the technology of the future. In order to get your customers interested it is important to convey the perceived benefits and expected return on investment to them. This can be

done in numerous ways such as a newsletter, chain mail, an eBook and so forth. You can use any method of communication which best suits your business.

The benefits of vehicle wrapping are tabulated below. These seven succinct reasons should be selling points to your customers.

Graph indicating positive results



Fig 3.1 (RawPixel.com / Pexels)

## Attention Grabbing



Brightly coloured, attractive vehicle wraps make your company vehicle stand out from other vehicles on the road, as people's eyes naturally gravitate towards them. According to a study by ARD ventures, 96% of companies that were surveyed said that wrap graphics had more impact than billboards.

## Reach a wider audience



Depending on how many vehicles you own and how often they are on the road, you can reach tens of thousands of viewers weekly or monthly. You can reach a larger audience with a vehicle wrap than most other forms of advertising. Many businesses gain more customers from their vehicle wraps than their websites. Vehicle advertising boosts name recognition 15 times more effectively than the next nearest advertising medium, according to a study by Princeton Creative.

## Non-aggressive advertising



Unlike radio or print ads that interrupt a person's listening or reading, vehicle wraps attract attention without disruption. Customers respond better to advertising that does not take an in-your-face approach. The study by the ARD ventures shows that 75% of people developed an impression about a company or its products based on vehicle advertising.

## Get Mobile



Vehicle wraps travel into the view of potential customers instead of you waiting for them to see your television commercial or run across your newspaper advertisement. As a business, you can non-instructively reach out to customers over all the roads your vehicle(s) or travel.

## Cost Effective



Unlike billboards and other forms of advertisements which have reoccurring costs for as long as you advertise, you can change your vehicle wrap as little or as often as you like. An initial investment for a fraction of the cost can generate results for years. According to a study by Princeton Creative, vehicle wrapping is the most memorable visual media for advertising and the lowest CPM (cost per 1,000 impressions) of any outdoor advertising.

## Local Advertising



Vehicle wrap advertising is targeted because you are advertising to your local market. The people who will see your vehicle wrap the most are the people in your area. Local marketing produces outstanding results because people like to deal with nearby businesses.

## Protection



Vinyl vehicle wraps help protect your vehicle's body from scratches and small dents from road debris. Specialists can also easily remove vinyl vehicle wraps without damaging the vehicle's paint. Vinyl vehicle wraps help keep your vehicles in better condition for when you need to sell them or trade them in.

# Marketing yourself to customers

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It is of paramount importance to communicate why customers should opt for your services rather than that of a competitor. Below are some key points your business should focus on not only to influence customers but also to run a successful business.

- **Experience** – When it comes to installing vinyl wraps, experience is absolutely vital. Customers are more likely to choose a company that has more experience. If you have been in the industry for many years do not forget to highlight this. If your experience is limited do not worry. Sytech has been operating for 18 years. Contact one of our consultants and we'd be more than happy to assist you.
- **Portfolio of work** – Keep good records and photos of work that you have completed before. This will be important to show customers who are keen on choosing you as an installer. Important records to keep would be who you have done wraps for before, were those customers satisfied, did you provide services for any major businesses before, among other records. Don't forget to include some of these records on your company website.
- **Business Environment** – This refers to the condition of the actual place of work. Ensure that conditions are optimal for application. A picture says a thousand words so make it a good one!
- **Guarantee** – Always be sure to include a guarantee. Although the duration which your wrap will last is dependent on a number of factors, a quality vinyl wrap should last for a few years.

# Conclusion

Apart from being an additional advertising expense, there are practically no downsides to using a vehicle wrap for advertising. It isn't the advertising essential but it is an essential, especially if you want to reach large amounts of people in a quick and non-aggressive way. It is a reliable and worthwhile method of advertising but to know this, you must have done research. However, as the statistics tabulated above highlight, vehicle wrapping is significantly more effective in

reaching your target audience than a few other methods of advertising and provides added exposure for your business. If you want to stand out from your competition, a vehicle wrap is the way to go.

Since 2001, [Sytech](#) has been supplying Southern African car wrapping businesses with quality products. We are proud of our long history of excellent service in the industry and continue to work hard to set the standards for distinction in our trade.

Sytech sales department Durban

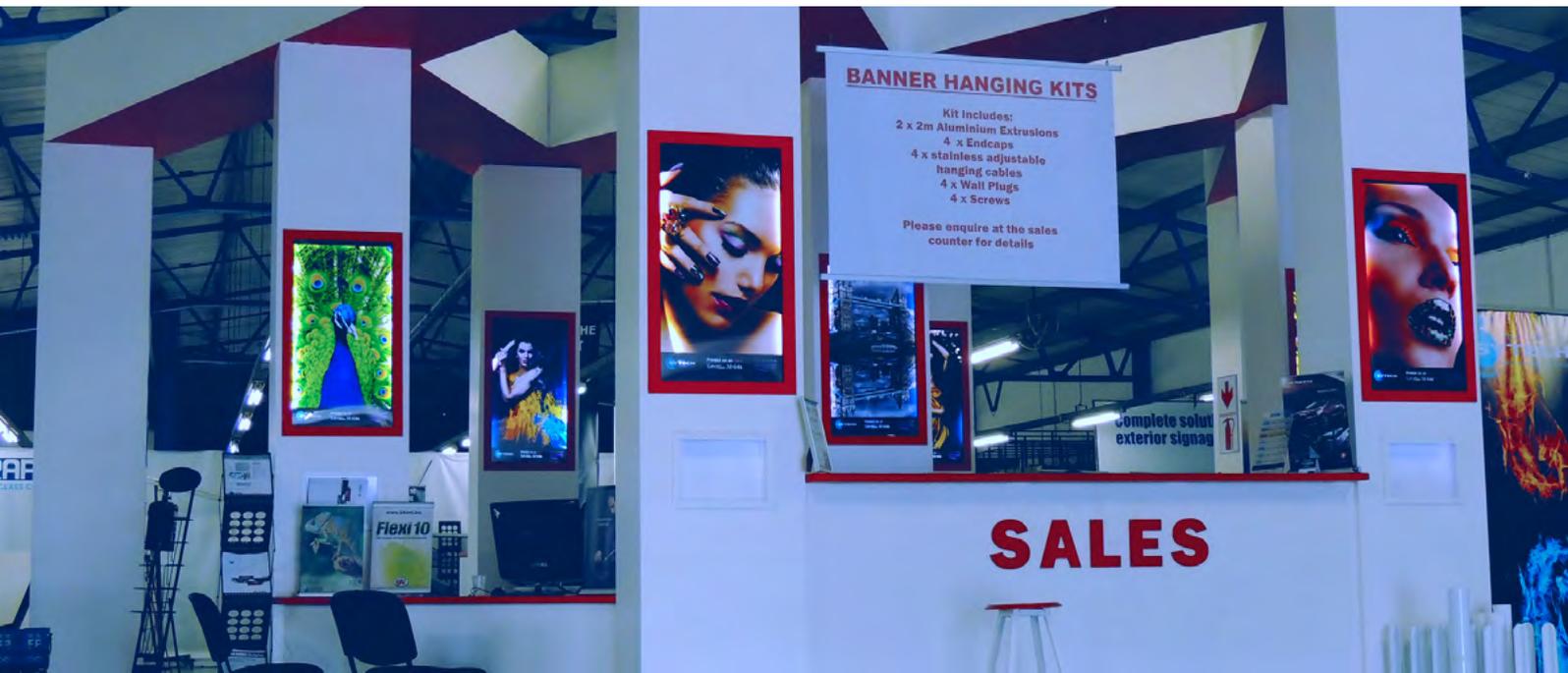


Fig 3.2 (Sytech Supplies)

# Sytech team

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We work in close tandem with our clients to provide cutting edge solutions to all their needs. Our team of seasoned industry professionals is always at hand to provide you with all the information you need to make an informed purchase decision. If you are in need of any technical info, simply make contact with our expert staff today.

Some of the reputable name brands that you will find at Sytech Supplies include:

- Arlon Vinyl Films
- Metamark Vinyl Media
- KPMF Vinyl Films
- LG Hausys

Thanks to our large buying power, we are able to make our products available at incredibly competitive rates. Tap into our expertise and resources to make sure that you enjoy the best value for money and best returns from your investment. To learn more about our company and for all the advice you need to make a smart investment in sign making equipment, simply contact us today.

Vinyl brands associated with Sytech



Fig 3.3 (Arlon / KPMF / Metamark / LG Hausys/ Sytech Supplies)

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