

Vehicle Wraps

by Thomas Lorenz



Vehicle wraps have exploded over the last few years. You see them all over Denver for special events, promotions and sometimes just on the highway when you're driving to work. If you own a company with a fleet of white Sprinter vans with no advertising it's time to ask yourself why you're not making your brand more visible. Vehicle wraps are a great way to get customers to come to you at a fraction of the cost of print or TV ads. An independent study concluded that the cost per impression for a vehicle wrap was far less than any other type of media such as the aforementioned ads, or even billboards! Billboards, while effective, are immobile but your vehicle can be seen by prospective clients everywhere you go!

Fully wrapped vehicles have the greatest impact and flexibility in outdoor advertising. Partial wrapping describes a vehicle that has major portions of the vehicle covered such as the doors or maybe a back window but is not completely covered. Your design and advertising budget will dictate the coverage and type of wrap that you will need. We offer perforated window vinyl for complete coverage; the great thing about this is that you can see outside but the illusion of a complete wrap from the outside remains intact. We can wrap anything from a smartcar all the way up to a tour bus. Nothing is too big or too small for us to design and install.

The first thing to develop is a great design with stunning graphics and a strong message. Our team of designers will help you with the decision-making process with vehicle templates, vector graphics, photos and great fonts that can be combined to create your rolling advertisement in a way that shows off what you can do for your clients. Sometimes all it takes is a logo and a phone number to get the phones ringing but keep in mind we can do so much more with your image. Every company is unique and it is our mission to come up with a wrap that not only meets your advertising needs but is aesthetically beautiful as well! A wrap is like a custom paint job and if it's not done professionally it can be just as costly and frustrating as a bad clear coat. We use only the best materials rated for outdoor use by 3M (A Fortune 500 Company) and time-proven installation methods. We offer permanent wraps which can last up to 3-5 years in harsh Colorado conditions or even removable wraps for leased vehicles. Every wrap is designed for your specific vehicle and your exact needs. We offer reflective wraps as well so that your advertising can be seen at night. These wraps are full color and are extremely visible in low light. This is a fairly new technology in the large format printing industry but we've already implemented this tool in our design arsenal.



When you are ready for your phones to start ringing and watch your business grow come see us and see how wraps are the signs of the future. The Visual Edge Signs and Design Inc. can help your brand get recognized and on the street today!