



## Why Impressions on the Go® is the Best

### Understanding What to Ask For

When looking to purchase vehicle wraps, it is important to understand the different options available so that you can best compare apples to apples. One vendor may send you a quote for a “Lexus” luxury-type product while another sends you one for “Kia” economy-type product. Each type of offering has its place, but you should be sure to understand exactly what you are getting for your money.

### Vehicle Wrap Phases:

There are four phases of producing a vehicle wrap:

1. The Design phase
2. The Production phase
3. The Installation phase
4. The Removal stage

Impressions on the Go® produces the very best vehicle wraps for its customers, because we excel at each and every phase of the vehicle wrap process. Other vendors may cut corners in one or more of these phases, but at Impressions on the Go®, we provide quality throughout the entire process.

### The Design Phase:

At Impressions on the Go®, we want to ensure the maximum effectiveness of your wraps. We realize that not every business has its own advertising department or access to an advertising company. So that is why we provide design services which provide more than just throwing some words and images upon your vehicle.

Your wraps are an investment in your business, and that you want to maximize the return on your investment. At Impressions on the Go®, we have the marketing and advertising expertise to help conceptualize your message, as well as execute that message with exceptional computer design and imagery. You need a company that can understand key factors like:

- What is your target market?
- What are your customer's needs?
- How do you plan to utilize your wraps?
- What should go on the wrap and where should everything go?

By working together with Impressions on the Go®, you can utilize our experience and gain a competitive advantage over your competition.

### **The Production Phase:**

#### ***Resolution***

At Impressions on the Go®, we produce all of our wraps at 720dpi resolution. This enables us to provide top-quality, photo-realistic images for our customers. Most vehicle wrap providers only produce their graphics in 360dpi to save time and money. But we believe that our customers deserve better.

#### ***Long-term Premium Wraps***

For its premium wraps, Impressions on the Go® utilizes only the very highest quality materials in the industry:

1. Adhesive Vinyl: Impressions on the Go® uses top-quality long-term cast vinyl for the metal portions of your vehicle and cast perforated film for the windows.

2. Laminate: For our premium wraps, we use UV resistant roll laminates. Liquid laminates are cheaper, but they do not provide UV protection and they are only for shorter-term applications. We would never recommend liquid laminate for long-term graphics. We use top-quality cast laminate, and our optically clear window laminate allows the vehicle occupants to see out clearly through the windows.

#### ***Shorter-term Temporary Wraps***

We recognize that not everyone needs a top-quality, long-term, premium wrap. Sometimes, customers are only looking for shorter-term wraps for events or promotions. For these wraps, Impressions on the Go® recommends using some economy-type materials. We can utilize shorter-term vinyl and laminate for these types of applications.

### **The Installation & Removal Phases:**

Impressions on the Go® uses the best independent, certified, professional installers throughout the United States and Canada. Why trust the installation or removal of your wrap to someone less qualified? Why trust someone that does installations only part-time? You wouldn't have a general practitioner perform surgery on you.

### **Questions:**

Please don't hesitate to contact us if there are any questions that we can help you with.

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