

Introducing our New Vehicle Wrap



JULY 2016 - SPECIAL ANNOUNCEMENT

COOL BLUE AND ROCKING WHAT WE DO!

We have talked before about Printing Connection Inc's ability to transform your vehicle into a marketing masterpiece, but this month we have decided to put some fresh skin in the game by redesigning our vehicle wrap, and it turned out incredible. The time was overdue. Our old vehicle wrap, though lasting for many years and consistently conveying a professional message, was falling apart, and we have learned so much since then. This was the perfect time to renovate and re-innovate.

**Two things we have learned:
don't cut corners and always improve.**



The first lesson was a hard one because it had nothing to do with the quality of the materials used to wrap our vehicle the first time, but in what we were trying to do with the vehicle wrap: cover up dings and paint that needed replacing. *We learned very quickly first hand that wraps cannot act as a concealer.* Rather than the wrap becoming that sleek well finished shine on the street, it became a "looks good from a distance and conveys the message" sort of piece. Were we proud of it? Yes! But, the cutting of the corners did not make our product the showcase it could've and deserved to be. This leads to the next lesson: always improve. Reminiscing and now looking forward, we have made strides in every department. We have gotten more professional training and hands on experience which has opened up tighter design strategies and better end products (*we know what does and does not work*). Our communication of needs between the design and installation teams has been drastically streamlined, making quicker turnaround times and reducing material waste. Another way we improved? Admitting the oversight from last time and we investing the money and to get the much needed paint job on our van before applying the new wrap.

The results? A beautiful blue van with large at a glance design elements as well as continued discovery elements, complex crossovers that demonstrate installation skill and a showcase piece we are truly proud of. We have learned so much and welcome you to have our expertise take your next project to the next level.

CLOSED ON JULY 4TH IN OBSERVANCE OF INDEPENDENCE DAY | COUPONS AND REGULAR NEWSLETTER TO COME NEXT WEEK.