Custom Vehicle Graphics
Price Guide

Drive extra business your way!

www.perthcarwraps.com
Phone: 7444 4881
6 REASONS TO USE SIGNARAMA JOONDALUP AND OSBORNE PARK FOR YOUR VEHICLE GRAPHICS

1. QUALITY MATERIALS, FIT FOR THE USAGE INTENDED.
   Side-by-side, 2 very different vinyls can look exactly the same. This can hide the real story behind the vinyls. We only use 3M vinyls of the highest quality. All of our full colour digital prints are laminated by a clear film that protects the print, and extends the life of the graphic.

2. QUALITY APPLICATION, BY 3M TRAINED AND CERTIFIED ADVANCED APPLICATORS.
   Signarama Joondalup is recognised by 3M as a 3M Platinum Select Graphic Provider. Our 3M Preferred Graphics Installers have passed a rigorous procedure. This includes:
   - Carrying the correct liability insurance.
   - Passing a rigorous hands-on and written test.
   - Commitment to follow proper 3M installation procedures.

3. WE REFUSE TO CUT CORNERS.
   The greatest film in the world is useless unless it is adhered to your vehicle correctly. There are many examples around town of vehicles that show the graphics lifting, or ‘popping’ out of the channels. Poor materials and/or application methods cause this. As tempting as it is to substitute cheaper materials, and rush a job, our experience is that this ALWAYS results ends up costing you more time and/or money in the longer term. We refuse to cut corners, thereby minimise the chances of ever having to re-do graphics work.
   Factors that ensure you get a great vehicle graphic job that lasts:
   - Pre and post heating of the vehicle and vinyl to the correct temperature. Conformable vehicle grade films have a ‘memory’ that needs to be re-set once the film is applied.
   - Correctly cleaning the surface prior to application. Although an expensive liquid, we clean all vehicle surfaces with IPA (Isopropyl Alcohol). This prepares the surface in the best possible way for the graphics to adhere correctly.

All of the above matters and the end result is strongly influenced by the quality of the preparation and application.

TERMS AND CONDITIONS

- Vehicle must be supplied in a clean condition, ready to apply graphics.
- If the paint work is in poor condition, or the vehicle has been repainted, we cannot be held liable for any damage that occurs as a result of the graphics application.
- Note that vehicle graphics are ONLY subject to any warranty claims for vertical applications. Non-vertical applications such as bonnets, roofs and sloping surfaces are not warrantable items.
- Warranty is effective for 2 years from date of installation. Any claims under warranty will only be a reprint of the original graphics, no changes will be made unless paid for.

THE PROCESS

1. All of our graphics and design is custom made to suit your vehicle. In order to ensure it fits, we need to measure and photograph the vehicle.
2. Then we will provide a full written quote. We require a 50% deposit in order to start work on your project.
3. If available, you will provide a vectorised EPS or AI logo. Or at additional cost, we can redraw your logo and provide a copy upon completion.
4. Our professional Design Team will use your brief to design a graphic concept that matches your requirements.
5. Once approved, your job is moved in to Production. Our Installation Team will phone you to book an agreeable time to complete your works.
6. On the day of the graphic application, we will need you to leave the vehicle for the pre-agreed time frame.
7. We will phone you when your new eye-catching vehicle is ready for pick up.
**FULL WRAP**

All paintwork covered with a single layer of digitally printed vinyl graphics. Excluding roof.

- **LWB/FULL SIZE** $5700+gst
- **MID SIZE VAN** $3900+gst

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**3/4 WRAP**

Partial coverage of paintwork covered with a single layer of digitally printed vinyl graphics or combination of digitally printed and CAD vinyl graphics.

- **LWB/FULL SIZE** $4100+gst
- **MID SIZE** $3250+gst

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**HALF WRAP OR SPOT GRAPHICS**

Part of the paintwork covered with a single layer of digitally printed vinyl graphics or combination of digitally printed and CAD vinyl graphics.

- **LWB/FULL SIZE** $2500+gst
- **MID SIZE** $1650+gst

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**MINIMAL GRAPHICS**

- CAD cut vinyl logo and phone number to upper panels and rear tailgate.

- **$750+gst**

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**ONEWAY GRAPHIC**

- Perforated film digitally printed. Unlaminated to allow for expanding and contraction.

- **$360+gst**
UTES

FULL WRAP - WITHOUT CANOPY / WELL BODY

All paintwork covered with a single layer of digitally printed vinyl graphics. Excluding roof. Non-textured canopies only.

DUAL CAB $3600+gst
SINGLE CAB $3300+gst

FULL WRAP - WITH CANOPY

All paintwork covered with a single layer of digitally printed vinyl graphics. Excluding roof. Non-textured canopies only.

DUAL CAB $3900+gst
SINGLE CAB $3600+gst

FULL WRAP - CAB ONLY

All paintwork covered with a single layer of digitally printed vinyl graphics. For tray with ACP panels; 2 sides and rear, add $450+gst. Fitted by us. Including roof.

DUAL CAB $2000+gst
SINGLE CAB $1600+gst

HALF WRAP OR SPOT GRAPHICS

Part of the paintwork covered with a single layer of digitally printed vinyl graphics or combination of digitally printed and CAD vinyl graphics.

DUAL CAB $1800+gst
SINGLE CAB $1400+gst

MINIMAL GRAPHICS

CAD cut vinyl logo and phone number to door panel and rear tailgate.

DUAL CAB $1800+gst
SINGLE CAB $1400+gst

$390+gst
FULL WRAP

All paintwork covered with a single layer of digitally printed vinyl graphics. Excluding roof.

- LRG/MID SUV $3900+gst
- LRG/MID CAR $3600+gst
- SMALL CAR $3300+gst

3/4 WRAP

Partial coverage of paintwork with a single layer of digitally printed vinyl graphics or combination of digitally printed and CAD vinyl graphics.

- LRG/MID SUV $2600+gst
- LRG/MID CAR $2400+gst
- SMALL CAR $2200+gst

HALF WRAP OR SPOT GRAPHICS

Part of the paintwork covered with a single layer of digitally printed vinyl graphics or combination of digitally printed and CAD vinyl graphics.

- LRG/MID SUV $1900+gst
- LRG/MID CAR $1700+gst
- SMALL CAR $1500+gst

MINIMAL GRAPHICS

CAD cut vinyl logo and phone number to door panel and rear tailgate.

- $390+gst

ONESHOT GRAPHIC

Perforated film digitally printed. Unlaminated to allow for expanding and contraction.

- $360+gst
CARBON FIBRE/SINGLE COLOUR WRAPS*

FULL WRAP - TRAILERS*

FULL WRAP - TRAILERS*

FULL WRAP - MID/LARGE BOAT*

FLEET GRAPHICS*

SPECIAL PROJECTS*

SPECIAL PROJECTS*

* Price On Application
FREQUENTLY ASKED QUESTIONS

1. HOW MUCH DOES A WRAP COST?
This Pricing Guide serves to give you an estimate of the cost involved. As with any questions about cost, there are a number of factors involved. These include:
- The amount of coverage or square metreage involved.
- The complexity of the application. Some vehicles have a lot of curves and indents on the body, so take extra application time.
- The quality of the vinyl used. This is one area where we do not compromise.

We use the highest quality 3M vinyl graphics specifically designed for vehicle applications.

2. WHO DOES THE DESIGN FOR MY VEHICLE GRAPHICS?
You have two options here.
We have in-house Graphic Designers who specialise in designing for a 3-dimensional medium, such as vehicles. They will use the information provided in the design brief, including photographs of the vehicle(s) to create a design. This will be scaled up to size, and super-imposed straight on to the vehicle for your approval.

The second option is to supply your own artwork designed in, ready to go. Regardless of the fact that the artwork is already designed, our in-house Graphic Designers will still double check everything prior to output.

3. HOW LONG DOES IT TAKE?
The first priority is to get your design concept right. We normally return your initial design concept within 3 days of receiving your order. Once that is approved, our Vehicle Graphics Manager will phone you to book a mutually convenient time to have your new graphics applied. This will normally be done up to 15 working days after the artwork approval.

4. HOW LONG DO YOU NEED MY CAR FOR?
This varies a lot, dependent on the coverage involved in your design. One way vision to a back window can be done in 90 minutes, whereas a full wrap of a van can take 2 days.

5. WHAT SHOULD I DO PRIOR TO BRINGING MY CAR IN?
If there are existing graphics on the vehicle, and you are not paying us to remove them, then the graphics and all adhesive residue must be fully removed. The day before the graphic application, your vehicle should be washed and cleaned, but NEVER waxed.

6. WHAT HAPPENS TO THE BADGES ON MY CAR?
The worst result for wrapping a car is for a signage company leave the badges on the vehicle, and to cut around the badges. This is not the best result for you, and we feel doesn’t look professional. We will remove the badges and wrap over that area. We will put the badges in to your glove box, so that when time comes to unwrap and trade the vehicle in, the badges are re-installed.

7. CAN I REMOVE WHEN I GO TO SELL IT?
Interesting question. This is where the use of high quality materials for the initial job will definitely pay off. Lower quality cheap vinyls will be very hard to get off now. There is every likelihood that they will break apart, and have to be taken off very slowly in pieces about the size of a 20 cent piece. Cheap vinyls will also leave adhesive glue behind that will be very hard to clean off.

In contrast, the correct 3M vehicle grade vinyl will be easily removable with the application of a bit of heat from a heat gun or hair dryer. This is what the good films are designed to do – be easily removable without damage to the paint work and leaving residue.

8. CAN I JUST GET YOU TO PRINT THE GRAPHICS SO THAT I CAN APPLY THEM MYSELF?
We sure can do that, but highly recommend against doing so. Our Applicators are all trained to an advanced level by 3M, and have many years of vehicle graphics application experience. As our graphics are backed by a 3M MCS (Matched Component System) warranty, you can be confident you will get professional graphics, applied by professional applicators.

Our past experience has been that when we supply graphics only, and the client installs, then we ultimately end up re-printing them and applying them ourselves.

9. WILL THE GRAPHICS DAMAGE MY PAINT WORK?
If the vehicle has not been re-sprayed AND the paint work is in good condition then absolutely not. In fact, they will do an excellent job of protecting your paint work from UV rays, and associated fading, and minor scratches. This will assist in achieving a good resale value. If the wrap is not a full one, then those areas that are not covered with graphics may fade a bit, as they will not have the inbuilt UV protection that is afforded by having graphics on the vehicle.

10. IF SHOPPING AROUND, SHOULD I ACCEPT THE LOWEST QUOTE?
Sometimes, yes. If all other factors are equal – that is, quality 3M films, 3M Platinum Preferred Graphics Provider and Installers, and a company that specialises in vehicle wraps.

Remember: “The bitterness of poor quality lasts far longer than the sweetness of a cheap price”. This universal rule of business is so true with regard to vehicle graphics. As a business, you want graphics that look great, represent your brand in the best possible manner, and last long enough to give a return many times your original investment. Each vehicle in your fleet can be seen by in excess of 30 000 vehicles per day – you need to ensure that the impression of your company is a positive one, not negative.

The cheapest price can mean that you graphics are inferior, and your brand is not well represented.

11. DO YOU LAMINATE YOUR ONE-WAY VISION ON WINDOWS?
Although we have the ability to do so, we choose not to for numerous reasons. If you require your one-ways to be laminated, or would like an outline of our reasons, our sales consultants are happy to discuss the possibilities.

Note, we do not warrant or guarantee the legality or otherwise of this film.

12. I HAVE A FLEET OF VEHICLES TO HAVE SIGNAGE ON THEM. SOME HERE IN PERTH, SOME IN THE COUNTRY, AND SOME ON THE EAST COAST AND NEW ZEALAND. CAN I HAVE ALL OF THE WORK DONE FROM YOUR STORE WITH ONE CONTACT POINT?
Absolutely, yes. Multi-unit roll outs are what we do best. With over 100 stores around Australia, and about 1000 around the world, we have massive coverage. So your vehicle graphics project can be done all with one point of contact at Signarama Joondalup.

13. I DON’T FEEL I CAN AFFORD MY CAR WRAP RIGHT NOW. I KNOW IT WILL BRING MORE BUSINESS IN, AND WANT IT, BUT DON’T WANT TO TAKE IT OUT OF MY CASH FLOW. DO YOU HAVE A SOLUTION?
We sure do – and one that is proving to be extremely popular. A product exclusive to us called ‘Signs on Finance’. As business owners ourselves, we understand that you are always looking for ways to improve your business. That is what we specialise in – helping business owners to grow their business by a smart and resourceful use of vehicle graphics and signage.

This is not always practical though – you need to consider future cash flow requirements, and be aware of spreading your cash too thin.

This is why we are very excited to launch our exclusive and Australian-first ‘Signs on Finance’ programme. In times when you really want to promote and grow your business, but don’t have the cash readily available, then this unique program may help.

Instead of paying one lump sum for your vehicle graphics requirements, we have a very easy to use process that allows you to finance the signage over a 4 year term, with reducing repayments each year.

FEATURES INCLUDE:
- NO bond required
- NO establishment fees or hidden charges
- NO higher rentals charged on custom / tailor made equipment
- Enjoy the peace of mind of a four year term with the flexibility to buy the equipment at each anniversary
- 25% reduction in your rental every year for amounts over $15,000 and 20% reduction per year for amounts under $15,000
- Simple application process with immediate response

For more information visit www.perthcanwraps.com