

5 QUESTIONS TO ASK YOUR SIGNAGE PARTNER

CRUX
ROADBOARDZ GRAPHICS



QUESTION #1

Do Your Designers Specialize in Large-format Design?

Many graphic designers have experience in web design, logo design, or small scale design.

Signage designers must have specialized experience in large-scale projects to ensure the design displays correctly.



QUESTION #2

What Kind of Vinyl Do You Use?

There are several major brands of vinyl: 3M, Avery, Oracal, & MACtac.

3M is considered the gold standard because of its high quality and long-lasting durability. It tends to be a little more expensive because of these benefits.

Other brands may be less expensive but they won't last as long or stay as vibrant. The old adage applies here: "You get what you pay for."



QUESTION #3

Do You Laminate the Vinyl?

The final step of the printing process is to allow the ink to cure and laminate the vinyl.

Once the ink is dry, the print should set for 24 hours prior to lamination.

Laminating the print keeps the ink from fading or smearing.



QUESTION #4

Do Your Installers Hold Professional Certifications?

3M and the Professional Decal Application Alliance offer training programs and certifications for properly trained and qualified installation specialists.

Make sure the person installing your vinyl graphics holds a recognized certification, or you may end up with vinyl that wrinkles or doesn't align properly.



QUESTION #5

What's Your Installation Facility Like?

The way vehicle graphics are installed has a huge effect on how long they last and how durable they remain.

Installation facilities should be enclosed spaces controlled for temperature and humidity, so you can be sure installation can take place regardless of the current weather, preventing time delays.



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