

VEHICLE SIGNAGE

BUYER'S GUIDE

Everything you need to make an informed decision
on your next vehicle signage project.



Speedy Signs
grow your business faster

The Power of Visual Marketing

In the digital age, sign-based visual marketing is more effective than ever before.

80% of all human communication is visual, making signs a powerful, effective medium. We remember 10% of what we hear, 20% of what we read and 80% of what we see.

Signs are silent salespersons for your brand. They speak volumes to prospects, and work for you 24 hours per day, 7 days per week, 365 days per year.

The average small business can get up to 50% of their business from the work their signage does.

Those who see you first, buy from you first. Catch the eyes of your audience with powerful signs - the kind that are impossible to ignore.

Be powerful, be seen, and be your customers' first choice.

Speedy Signs can advise and guide you on what type of sign to invest in, how big it should be and where it needs to go for maximum exposure.

Whether it's a solo teardrop banner or a multi-location branding and signage rollout - Speedy Signs has you covered from Whangarei to Invercargill.

We can help you build a strong visual presence for your business, with high quality signs and graphics that stand out from the crowd - on time and on budget, every time.





DID YOU KNOW?

Speedy Signs wraps

1,000s

of vehicles across New Zealand!

**You're in good company. See why we're the
trusted vehicle signage experts.**

“

These guys are friendly, efficient and so easy to deal with. We get all our vehicles signwritten as well as our site signage with Speedy Signs. Our logo is complex and requires a lot of manual and meticulous work to get it right and they always exceed expectations.

Jo Mearns, ACE Earthworks

“

Speedy Signs wrapped two of my vehicles and they look amazing! They completed the job to budget and on time. Highly recommended!

Mike Dunbar, MOD Builders

“

It's always comforting dealing with professionals, and that's exactly what the team at Speedy Signs are. I received exceptional service throughout the design process and when it came to life on my new food truck I was blown away.

Mike Maloney, Buffalo Bill NZ

“

I was really impressed with the service I received. Speedy Signs worked with me and advised me on what would work/ look best on my van. All a super easy process. I couldn't be happier with the end result!

Nicky Ward, Nicky's Boutique Catering

Did you know the most cost effective way to advertise is with vehicle signs?

From a single vehicle to an entire fleet, vehicle signs are an extremely cost-effective way to be seen. With a one-off investment lasting up to five years, it makes sense to turn your vehicle into a mobile billboard, spreading your message 24/7.

Vehicle signage has the added benefit of helping boost your brand reputation; you will appear more professional and invested in your business. However, remember, it is not just the design they will be looking at.

Discover what we can do from cars to trucks, buses and boats. And with nearly 30 stores across the country, we can create signs for your vehicles wherever they are.



Talk to your local Speedy Signs store about custom vehicle signage solutions.

Stickers, Lettering & Spot Graphics

Vinyl stickers and spot graphics are a great option when you don't need a full vehicle wrap.

Apply logos, lettering, images and elements individually onto the surface of your vehicle.

The cost of spot graphics depends on the scale and complexity of the job – we are happy to customise a solution to suit your unique business needs.

Things to Consider

- While vehicle wraps are a bigger investment, they tend to get more visual impressions per day per vehicle. Spot graphics and lettering do not have the same level of impact.
- Size matters. The bigger your canvas the greater impact your vehicle graphics will have on potential customers who noticed your brand.
- These graphics are perfectly suited if you are looking for a simplified message to customers. For example, when you just want to display your business name or logo, phone number, website and possibly a list of services your business provides.

Computer cut vinyl is available in a large range of colours. This is best for adding a business name, simple one or two colour logo, phone number or web address onto your vehicle. Vinyl graphics are very cost effective, come in the brightest colours, are also available in reflective, and are the toughest and the longest lasting type of vehicle graphic. We use high quality vinyl, and design and cut in-house on computerised wide format cutting equipment.



Magnetic Signs

Make an impression with Magnetic Vehicle Signs.

Car magnets are a flexible and effective way to promote your business without a permanent fixture to your vehicle. A budget alternative to a vehicle wrap or graphic, it has the benefit of being quick and easy to remove.

Not all magnets are made the same. We use 0.8mm thick magnetic sheets and apply digitally printed over laminate vinyl to the surface. Vehicle-grade magnetics should be specified. Vinyl lettering, digital graphics, or screen printing are suitable for magnetics.



Things to Consider

- Car magnets are a handy short-term solution for businesses requiring the convenience and flexibility of signage that can be removed and replaced as required. If you require a more permanent signage solution for your vehicle then we recommend vinyl graphics.
- Magnets are best applied to a flat or evenly curved surface of your vehicle and are most commonly used on doors and side panels. Your Speedy Signs sign centre will advise you on the best use of graphics on your vehicle.
- If you are intent on having car door magnets, it is important to buy good quality 0.8mm vehicle grade magnetics. Avoid poor quality thin magnets that may not stay on the vehicle, and may damage your vehicle.

Caring for your Magnetic Signs

- If your magnetic sign is positioned incorrectly, remove it carefully & re-align it.
- Ensure your sign fits snugly against the metal surface and remove air pockets or leading edges caused by door handles, locks or protective trims.
- Since moisture and pollutants can collect under a magnetic sign, it should be removed and cleaned every week with a mild detergent. Ensure it dries completely before re-installing it.
- Do not expose the UV coating on the rear of your sign to scratches, fumes, vapours of solvents, airborne contaminants or extreme heat to avoid damaging the sign or the vehicle surface.
- For the best result we recommend that you clean both the magnet and the vehicle prior to every use. This ensures the best possible connection to the vehicle and avoids scratching of paintwork. Remove magnets weekly and store on a flat surface such as the side of a fridge, as long term placement may result in damage to the steel behind the magnets.

One Way Vision Windows

Ideal for minimalistic advertising on domestic and commercial vehicles.

One Way Vision is an innovative window graphic made from perforated self-adhesive vinyl film. It is great for completing a full or partial vehicle wrap design onto windows.

The tiny perforated (punched) holes allow visibility from the inside of your vehicle, while anyone viewing from the outside will see your window graphics. We digitally print your design in full colour, then apply an optically-clear over laminate to protect your graphics from UV, water, dust, marks and scratches.

Rest assured, we only use genuine One Way Vision vinyl which is designed to meet the VLT Standards (Visible Light Transmittance).

Why One Way Vision?

One way vision graphics maximise your brand's visibility as you drive around, attracting attention as your advertising sits on a prominent position of your vehicle. Go one step further and create a fully wrapped vehicle for greater visual impact.

Perforated film also adds solar control and privacy as people outside can't look in, but your visibility is clear as you look inside out.

Things to Consider

- One Way Vision may restrict your vision outside, especially in wet or dusty conditions. Ensure you work with a Speedy Signs sign centre so that you get the legal vehicle-grade material installed on your vehicle.
- Typically, One Way Vision signs made with quality vinyl last around 3 years.

Talk to your Speedy Signs Consultant about your vehicle, as One Way Vision is not compliant for use on some passenger vehicles.



Vehicle Wraps

**MOST
EFFECTIVE!**



Transform your vehicle into a mobile advertising billboard!

At Speedy Signs, we are dedicated to high quality results and customer satisfaction.

Your local Speedy Signs Centre has experienced in-house design capability that will ensure that you achieve maximum exposure of your brand within your budget.

With 25 years of experience designing and wrapping vehicles of all kinds, we supply full colour digitally printed graphics using the latest technology and materials.

A vinyl car wrap not only gives your vehicle a unique look, it also protects your factory paint job, ensuring that your vehicle stays as pristine as the day you bought it.

Although every vehicle wrap is customised for you, we can provide graphics to meet almost any budget. Your Speedy Signs consultant will help you get maximum impact for your money.

We print your vehicle graphics with the latest quality vinyl graphics to produce vibrant graphics with visual impact and long service life.

For this reason, we print your vehicle graphics with the latest wide-format technology available, and use quality vinyls such as Avery, 3M and Arlon. Printed graphics are over-laminated with a matched conformable film to protect the graphic against UV damage.

All graphics are applied by skilled applicators, who have completed an advanced level of training.

Full Wrap

For a complete transformation, a full wrap may be the answer. All exterior panels are covered in either printed graphics or selected from a wide range of specialist fashion colours and effects.

With most vehicle manufacturers offering only a limited range of colours there is a worldwide trend toward custom colour wraps. So, if you want to make your vehicle truly unique, contact us to discuss Avery and 3M fashion car wrap options.

To get the best finish for your full vehicle wrap we will usually remove the badges from your vehicle and either re-fix them after the wrap is completed or supply them to you for future reinstallation.



Partial Wrap

For a more economical solution that still provides great impact, many customers choose a partial wrap.

A partial wrap often covers the back and part of the sides, although there are many variations possible.

WE CAN WRAP ALMOST ANYTHING!

With a little imagination and ingenuity, we can turn almost any object – inanimate or otherwise – into an advertisement or billboard. From helicopters to helmets, from bins to bikes, we can help your idea come to life.



Our Vehicle Wrapping Process

1

We Plan & Measure

While we have many vehicle templates on file, it is usually best for us to photograph and measure your car, van, truck, caravan or other vehicle prior to designing the graphics for it.

As our vehicle graphics are all custom designed and made to advertise your business, it is important that we assess your vehicle in person.

We will check the condition of paintwork and any existing graphics, and identify any features that may need to be taken into account when designing your graphics.

We make it easy and convenient for our clients to come in and discuss their requirements with us at a Design Consultation meeting.

2

We Quote

We will provide you with a full written quote. We usually require a 50% deposit in order to start work on your project.

3

We Design

We request a logo in vectorised EPS or AI format, or at additional cost we can redraw your logo. Our professional graphic designers will lay out your design on a photo or template that matches your vehicle. We then send the design to you for approval or any changes.

4

We Print & Install

Once approved, your job is moved into the production queue. Our installation team will contact you to book a suitable time to drop off your vehicle. We typically ask you to leave your vehicle with us for 1–2 days. Once printed and laminated, our team of professionals will apply the graphics to your vehicle.

5

Your car is ready for pick up!

We will phone you when your newly wrapped vehicle is ready to pick up.



Preparing your vehicle

Vinyl film is like putting a thin skin on your car. Every imperfection on your car will be visible, so it is important that your vehicle is supplied to us in a clean condition, ready to apply graphics. Clean your vehicle thoroughly of all waxes, oils and dirt. Rust spots ideally need to be fixed beforehand.

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.

Whilst we require that your vehicle is presented to us clean, our installation team will prepare your vehicle's surface with special cleaners to allow our graphics to fully adhere.

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 or subsequent removal.

Warranty

Please note, 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.

Warranties are effective from the date of installation. Any claims under warranty will only be a reprint of the original graphics, no changes will be made without additional cost.

Check with your local Speedy Signs location regarding their warranty policy.

Van Wraps

Basic Spot Graphics



Computer-cut vinyl that satisfies your branding needs and your budget.

Spot Graphics / Partial Wrap



A combination of computer-cut vinyl and digitally printed vinyl.

3/4 Wrap



Digitally printed vinyl installed to at least 50% of your vehicle that provides a wonderful contrast.

Full Wrap



Like it says on the label – a full coverage of digitally printed vinyl to all sides of your vehicle.

Ute Wraps

Basic Spot Graphics



Computer-cut vinyl that satisfies your branding needs and your budget.

Spot Graphics / Partial Wrap



A combination of computer-cut vinyl and digitally printed vinyl.

3/4 Wrap



Digitally printed vinyl installed to at least 50% of your vehicle that provides a wonderful contrast.

Full Wrap



Like it says on the label – a full coverage of digitally printed vinyl to all sides of your vehicle.

Car Wraps

Basic Spot Graphics



Computer-cut vinyl that satisfies your branding needs and your budget.

Spot Graphics / Partial Wrap



A combination of computer-cut vinyl and digitally printed vinyl.

3/4 Wrap



Digitally printed vinyl installed to at least 50% of your vehicle that provides a wonderful contrast.

Full Wrap



Like it says on the label – a full coverage of digitally printed or special coloured wrap vinyl to all sides of your vehicle.

Miscellaneous

Truck Graphics



THE BIGGER, THE BETTER!

We can install onto flat side panels, truck curtains, as well as curved surfaces.

Specialised Vehicle Graphics



Boat & Aircraft Graphics



Trailer Graphics



Personalised Vehicle Graphics



Corporate & Fleet Graphics

**Your brand. Your vehicle.
Consistent. Everywhere.**

We know that your brand is your biggest asset, and you need it to be represented the same way wherever it is (we're a big brand too, and we know how important it is!).

**Wherever you have a vehicle,
we have a Speedy Signs store!**

With nationwide coverage from Whangarei to Invercargill, you will be assured of absolute consistency across your fleet.

We can manage the entire project by providing a single point of contact so that you can get on with running your business!

**Yes, we do
national
rollouts!**

With stores from Whangarei to Invercargill, we have huge coverage.



Preparing your artwork

We can help you with your existing art file, so you get the result you want.

Artwork for signage often requires high resolution files, so graphics that work on business cards and websites are not suitable for other signage applications.

HOW TO GET YOUR FILES TO US

Smaller files can be emailed directly to us but photographic or design files are often too big to email. These can be sent on flash drives, or electronically to us via the 'send us a file' link on our website. We work with most common file formats, but prefer Vector files, such as EPS, or Adobe Illustrator, or PDFs originating from vector graphics.

TIPS

Fonts & Text – if you want us to use your design without any changes, it is best to convert all text to outlines. This avoids the problem of us not having the exact same fonts as you on our system (we have thousands of fonts, but there are sometimes one that we don't have). If you don't know how to convert text to outlines, just ask your local Speedy Signs consultant, and they will tell you how to do it on your design program.

Colour – colour is an important part of good signage and exhibition graphics. However, the colour you see on your monitor, or produce on your printer will not necessarily be the colour you will see on your new Speedy Signs digitally printed graphics. This is not due to any fault on your part, or ours, rather it is because colour is device dependent.

We can maintain the colours in your digitally printed graphics. Talk to us to find out about how to incorporate industry standard colour in your design, and other ways of maintaining colour fidelity. Be sure to provide the Pantone (PMS) colours if you have them.



If you have no artwork, no problem!

Our national network of Speedy Signs centres have thousands of high-resolution photos, images, illustrations, fonts and backgrounds.

Whether or not you have an in-house designer, Speedy Signs can work with you to build the best brand image possible.

Contact your local Speedy Signs centre today to learn more about our professional creative design services.

Caring for your vehicle graphics



Care for your vehicle graphics like you would any paint finish.

Keep your vehicle clean! Hand washing your vehicle regularly with a soft, clean cloth or sponge is ideal. We recommend rinsing off as much dirt and grit as possible with a spray of water.

Only clean your car with plain water or warm water and a mild detergent and a soft cloth.

Spot cleaning of surface contaminants like bugs, bird droppings, tree sap and tar is required immediately, as it can stain and damage the vinyl film. Your Speedy Signs vehicle wrap specialist will advise on what cleaners you may use.

Store your vehicle indoors or under cover wherever possible.

Vinyl graphics, like paint, will fade over time from prolonged exposure to sun and atmospheric pollutants, particularly on the horizontal surfaces such as the bonnet, roof, and boot.

Try to store your vehicle in a garage, carport or a shaded area during the day. At night protect the car from dew or rain. If a garage is unavailable consider using a cloth car cover at night.

Do not use:

- Automatic car washes
- Wax or similar coatings
- Pressure hoses
- Bristle type brushes
- Cutting and polishing agents
- Harsh cleaning agents
- Avoid the use of rear windscreen wipers where graphics are applied to the rear window. The constant friction of the wipers will lift the vinyl.
- Serif style fonts and small text are very delicate as they do not have a large surface area, therefore you may find they peel up easily if rubbed. You will need to take extra care when washing these areas. If they do peel up wipe the excess water away and lay back down. Once the car is dry go over them again with your finger to stick back down.

Frequently Asked Questions

How much does a wrap cost?

As with any questions about cost, there are several factors involved. These include:

- The amount of coverage or square meterage 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 Avery, 3M, or Arlon vinyl graphics specifically designed for vehicle applications.

How long does it take?

We normally return your initial design concept within 3 days of receiving your order. Once that is approved, a team member will phone you to book a mutually convenient time to have your new graphics applied. This will normally be done within 10 working days after the artwork approval.

How long do you need my car for?

This will vary, depending on the coverage involved in your design. One-way vision on a back window can be done in as little as 90 minutes, whereas a full wrap of a van can take 1.5 days.

Can I remove the graphics when I sell my car?

Interesting question. This is where the use of high quality materials for the initial job will pay off. Cheap low quality vinyls will be very hard to remove. There is every likelihood that they will break apart and be taken off very slowly in pieces about the size of a 20-cent piece. They will also leave adhesive glue behind that will be very hard to clean off.

In contrast, the correct vehicle-grade vinyl will be easily removable with the application of a bit of heat from a heat gun or hair dryer.

Will the graphics damage my paint work?

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.

Does the colour of my car matter for vehicle wrapping?

The colour of your car doesn't matter for vehicle wrapping unless your design incorporates the existing paintwork into the design. If that was the case, we would use as much of your existing paint colour in order to save you money.

It is however worth considering the colour of the vehicle if for example you are trying to wrap a white car in black vinyl. Wrapping does have its limitations, and you may find that you will slightly see the existing colour of the vehicle through door seams and in door jams.

What if I dent a side of my car, can my car wrap be fixed?

We archive all our work, so we could print a partial piece of your car wrap and install the damaged panel. Please note that the sun may have faded the neighbouring panels so an exact colour match for your car wrap cannot be guaranteed.

Why should I do a vehicle wrap as opposed to vinyl lettering or paint?

Wrapping a vehicle means you have better branding and design options. We can create signage now that was unheard of a decade ago.

Also, when you are ready to upgrade your vehicle you can strip the vinyl and be left with the original paintwork in almost pristine condition.

Will my car wrap peel or fade?

Like any signage your vehicle wrap will fade over time. You should expect to get a comfortable 4 years in before there is any noticeable fading.

The Speedy Signs Difference

Why use Speedy Signs for your Vehicle Signage?

Your local Speedy Signs owner has come from the business world. We understand that you are busy, and want to achieve excellent results for your business with minimum time investment.



SPECIALIST GRAPHIC DESIGNERS

Our design team will work closely with you so we can deliver a final product that will meet and exceed your expectations.

They will discuss your requirements, gather together all of the required elements such as logos, colours, photos, etc, then design some concepts for you to approve.



HIGH QUALITY MATERIALS

At Speedy Signs, we always recommend the highest quality materials. Your business signage is a reflection of your company and what you stand for – and this should only be the best.



PURCHASING POWER

Being NZ's largest sign and graphics group means we have the largest purchasing power, which means our strength in numbers provides savings for you.



YOUR SAFETY CHOICE

We have 100% commitment to Health and Safety! With our Site Safe registration, we are able to guarantee we will work within, and above, the legal requirements with all the necessary compliance and training in place to deliver "Safety Excellence".



RESEARCH & DEVELOPMENT

For over 20 years Speedy Signs has continued to research and develop new signage solutions for our customers.

Our size and our exposure to national and international world-leading technologies, means that we can bring you some of the most creative solutions available for your business.



NEW ZEALAND'S LARGEST NETWORK OF SIGN CENTRES

We have close to 30 Sign Centres New Zealand wide.

Through our network of stores, we can manage your signage nationwide through one single point of contact.

Our Process

At Speedy Signs we pride ourselves on helping demystify the signage process for our customers.

By following these simple steps, we help make your branding process easy by taking the hassle away from your desk and letting you get on with running your business.

STEP 1. CONTACT

Contact your local Speedy Signs in person or over the phone, email, or via website enquiry. We are easy to find on the internet, just search 'Speedy Signs' and select your local sign centre.

STEP 2. CONSULT

Our signage consultants can meet you on-site or in our showroom to gain a full understanding of your requirements and objectives. We will then provide recommendations tailored to your business.

STEP 3. ESTIMATE

We always endeavour to provide you with an itemised written estimate within two business days. Once you are ready to approve your estimate, just pay a 50% deposit or submit a purchase order for account clients.

STEP 4. DESIGN

Our Graphic Designer will generate your unique, customised proof, complete with photographic overlay (where applicable) which will be presented to you for approval or changes.

STEP 5. APPROVE

Once you are happy with the design, you provide final approval of your proof. This enables us to put your project into our production system. We allow for between 7-10 days from the date of receiving your proof approval to completion for most projects.

STEP 6. FULFILL

We will contact you to either arrange for collection of your goods, or to schedule the date and time for the installation of your signage. Each Speedy Signs centre is individually owned and operated with terms of trade as per our website, speedysigns.co.nz.



The Speedy Signs Promise

Speedy Signs is NZ's premier provider of a wide range of full service sign and advertising products.

We help businesses build a strong visual presence with high quality signs. We do everything from creative, eye catching signs for local businesses to national signage roll-outs for multi-location businesses.

Whether one sign or hundreds, temporary banners or corporate signs, one car or an entire fleet - we're committed to providing an exceptional experience for every customer each and every time.

We are a network with close to 30 branches across New Zealand, from Whangarei to Invercargill, giving us unmatched national coverage. We're fervently committed to going the extra mile to give you a great signage experience.

With the latest technologies and a wide range of available materials, there really is no end of choice for quality, creative signs and graphics.

For signage with impact, clarity and instant recall, Speedy Signs delivers - on time, on budget, every time.

Consultation, design, production, management and installation, we're your one-stop-shop with one point of contact - even for the national projects.

From concept to completion, let our dedicated professionals show you the way to grow your business faster.



A pleasure to deal with and fantastic customer service!

–Martin Steel-Brown, Director
- City Botanics



Their service, communication and above-and-beyond attitude makes them a perfect choice for your signage requirements.

–Bryan Willis, Project Manager
- Everbridge



It is a huge relief to find a supplier that you can trust and confidently work with on a day-to-day basis.

–Francis Scordino,
Retail Network Manager
- Stihl Shop





Wherever you are, so are we.

Speedy Signs is New Zealand's
largest network of sign companies,
with nearly 30 locations across the
country. We are also affiliated with
an international signage group
which allows us to handle most global
signage requirements.



Speedy Signs
grow your business faster

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