

Car & Boat SIGNAGE GUIDE

PRICES AS OF JANUARY 2020

Here at The Exhibitionist, we are convinced that with over 20 years experience in design, signage and exhibitions, we can out-service anyone.

The unique qualities that give our team that distinct edge is our GENUINE EXPERIENCE. Our team are with you from start to finish - not only can we design and build your displays but we have the facilities to print, finish and install it all, saving you time and money.

We have a fast turn around time for design, printing and installation, without compromising the quality of work. The most important thing to us, is your satisfaction.

A list of the design services we offer can be found at:

www.exhibitionist.com.au/design

PLEASE NOTE: due to many variables such as cleaning products, polishes, silicones, teflon and various chemicals found in paint on very rare occasions vinyls can lift or bubble.
3M or Avery do not offer a warranty on adhesives or laminates

WE STRIVE FOR 100% SATISFACTION GUARANTEED

exhibitionist
DESIGN | PRINT | SIGNAGE | DISPLAY | EXHIBITION

BRANDING YOUR VEHICLE

High impact vehicle signage is fast emerging as the most effective outdoor advertising medium for your dollar, a powerful tool in promoting your business, raising your profile, and building a strong corporate image.

As specialists in this area, The Exhibitionist are the experts in design, production and installation of partial or complete vehicle wraps. Whether it's a single tradesman's van or entire fleet, we will transform any kind of vehicle into a unique statement and ensure that you get the exposure your business needs.



QUALIFIED DESIGNERS

Our designers have years of print design experience and are well qualified to create brand identity, stationery, signage and merchandise that will help your business stand out from the rest. The Exhibitionist's designers listen to their clients. Direct client liaison is a crucial element in satisfying your requirements. You can rest assured that if you have your heart set on a certain colour scheme or style and you communicate that with our designers – you will not be disappointed.



To ensure your final vehicle install meets your expectations, our designers work with you every step of the way. Our staff have a full understanding of the production process meaning that projects run smoothly from start to finish. It is not unusual for our designers to oversee an entire shop fit out or vehicle wrap - our staff is dedicated to achieve the results you want.

WHY WOULD YOU HAVE YOUR ARTWORK DESIGNED BY ANYONE ELSE?

PROFESSIONAL INSTALLERS

As wide format printing specialists, our team has the experience and credibility to service all of your vehicle wrap and mobile advertising needs. Only the highest quality computer-cut vinyl and digital print media are used, and applied by our team of professional installers. Quality install is essential for vehicle wraps to ensure a long productive life.

To create maximum impact with your vehicle or fleet, talk to the Exhibitionist about full or partial vehicle wraps. Our team can also design, print and install wraps for buildings, retail storefront windows, restaurants, walls (Custom Digital Wall Paper), billboards and more.



No one likes working during the build-up in Darwin, especially vehicle vinyl adhesives! With a high demand for vehicle branding and signage in the tropics, we've built a climate controlled vehicle wrapping room to ensure graphics are applied at correct specifications to ensure you get the longest life out of your print.

BOASTING A MASSIVE 53m² OF CLIMATE CONTROLLED WRAPPING SPACE

FULL WRAP

The Full Wrap covers the entire vehicle with high quality contour conformable vinyl. If you want a premium look for your vehicle, then full vinyl wraps are ideal. With full colour impact, the limitation is virtually only your imagination. Vehicle wraps are also very versatile as they can wrap around panels, corners, indents and more. The result is stunning and you're sure to be noticed!

VINYL COVERAGE
(Approximations only - price subject to final layout)



SEDAN
FROM \$3200 + GST*



TRADE / SERVICE VAN
FROM \$4200 + GST*



UTILITY
FROM \$3900 + GST*

THE PROCESS

1. **DESIGN:** One of our qualified graphic designers will meet with you to discuss ideas, measure and photograph your vehicle. We'll then send you a few concepts superimposed onto your vehicle, for your consideration and approval.
2. **PRINTING:** With approval to print, we prepare your files and do a series of test prints. At this stage, you have the option to come in and view a hard proof to check the colours, effects etc before we do the final print.
3. **OUTGAS:** When the full scale print is complete it needs to be left to outgas (cure) the solvents in the ink for 7 days. This is necessary to ensure the longevity of the prints and prevent the laminate from shrinking.
4. **FINISHING:** The prints are then ready to laminate with a highly durable gloss clear film to protect it. The end result is a series of large custom made car vinyl panels ready to apply to your vehicle.

INSTALLATION

We'll need your car for a minimum of 4 days to completely transform it into a rolling billboard! Vehicle wrapping is a very precise process and we take pride in making sure the final product resembles the approved design. With our dedicated vehicle wrapping room, we can guarantee a professional finish for your vehicle signage.



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BULK WRAP

Want to maximise your brand exposure but can't stretch the budget for a Full Wrap? The Bulk Wrap covers the major panels of your vehicle with full colour graphics, laminated in high gloss for a professional impact.

VINYL COVERAGE
(Approximations only - price subject to final layout)



SEDAN
FROM \$2200 + GST*



TRADE / SERVICE VAN
FROM \$3500 + GST*



UTILITY
FROM \$3200 + GST*

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PARTIAL WRAP

Partially wrap your vehicle with a blaze of graphics integrated with your vehicle's colour and form. A well designed Partial Wrap doesn't fail to the eye while being more economical than a full wrap. It can also add a unique colour change to your vehicle!

VINYL COVERAGE
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SEDAN
FROM \$1500 + GST*



TRADE / SERVICE VAN
FROM \$2000 + GST*



UTILITY
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ECO WRAP

An Eco Wrap is our green approach to a budget friendly wrap option for your business. This option offers a maximum 700mm high band of vinyl applied along the sides of your vehicle. This specific height maximises width of our printer so that you get the most value with the least waste. It can also add a unique colour change to your vehicle!

VINYL COVERAGE
(Approximations only - price subject to final layout)



SEDAN
FROM \$1200 + GST*



TRADE / SERVICE VAN
FROM \$1800 + GST*



UTILITY
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BONNET WRAP

A car bonnet wrap is a unique way of changing the style of your car at an affordable cost. 3M has brought out some stunning new materials which improve the look and style of your vehicle. Textures like Carbon Fibre not only look great but they protect the paintwork on you vehicle.

VINYL COVERAGE
(Approximations only - price subject to final layout)



SEDAN
FROM \$350 + GST*



UTILITY
FROM \$370 + GST*



UTILITY WITH SCOOP
FROM \$440 + GST*

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DOOR SIGN

Advertise your business everywhere you go with custom car door signs. Car-Safe Vinyl Decal Film won't damage paint! Brilliant, full-colour printing with custom designs fit to a solid shape for bold yet simple branding.

VINYL COVERAGE
(Approximations only - price subject to final layout)



SEDAN
FROM \$400 + GST*



TRADE / SERVICE VAN
FROM \$400 + GST*



UTILITY
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DIE-CUT DECALS

Die-cut vinyl is the best way to display your logo if it has a complicated shape or if you would like your windows to have as much transparent space as possible. We offer two options: exact and shape die-cutting.

“Shape Die-Cut” refers to a logo or text cut out on a solid background, leaving a border of a minimum 5mm.

“Exact Die-Cut” is a precise cut along the edge so the decal will have no visible background.

VINYL COVERAGE
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SEDAN
FROM \$400 + GST*



TRADE / SERVICE VAN
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UTILITY
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ONE WAY VISION

One Way Vision in a perforated vinyl window graphic solution that allows you to see out of the window with an almost solid image showing through to the outside of the window. Add a full-colour design to your rear window that will make instant impressions. Whether your vehicle is moving or stationary in a parking lot, attracting new prospects with a rear window graphic has never been easier. Please note: visibility may be reduced significantly with angled windows and affect your insurance.

VINYL COVERAGE
(Approximations only - price subject to final layout)



SEDAN
FROM \$400 + GST*



TRADE / SERVICE VAN
FROM \$400 + GST*



UTILITY
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REFLECTIVE VINYL

Reflective vinyl is used for safety and as an advertising tool for businesses at night. With full-colour reflective decals, your message is visible during the day as well as after the sun goes down. Reflective decals can be displayed on flat panels of vehicles. When a focused light source hits the surface of the reflective decals, your message is illuminated. Consistent advertising builds recognition and makes your business more memorable, so use reflective decals to maximize your exposure.

VINYL COVERAGE
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SMALL LOGO DECAL
POA



VEHICLE ID NUMBER
POA



REFLECTIVE STRIPES
POA

THE PROCESS

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CAR MAGNETS

Transform any vehicle into a moving billboard with custom, high-strength magnetic signs. Great for advertising on any smooth metal surface, car magnets can be reused over and over again. They're easy to remove and won't damage your car.

VINYL COVERAGE
(Approximations only - price subject to final layout)



SEDAN
FROM \$400 + GST*



TRADE / SERVICE VAN
FROM \$400 + GST*



UTILITY
FROM \$400 + GST*

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3. **OUTGAS:** When the full scale print is complete it needs to be left to outgas (cure) the solvents in the ink for up to 2 days. This is necessary to ensure the longevity of the prints and prevent the laminate from shrinking.
4. **FINISHING:** The prints are then ready to laminate with a highly durable gloss clear film to protect it. The print is then mounted onto the vehicle magnet roll and trimmed to size.

INSTALLATION

Not applicable for car magnets.

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BOAT WRAPPING

Give your boat a fresh new look with an eye catching vinyl boat wrap from The Exhibitionist.

Boat wraps and lettering can build your name recognition, promote your sponsor, and provide added protection to your boat.

It doesn't matter what kind of boat you have, we can wrap it! That's right. Any make, any year, any length, any time! All of our custom designed wrap kits are custom made to fit your boat.

Boat wraps can look more impressive than paint at a more economical price. Whatsmore... the high quality 3M vinyls we use have a premium high gloss finish that can be removed after years to reveal the original finish.



QUALITY APPLICATION

exhibitionist
DESIGN | PRINT | SIGNAGE | DISPLAY | EXHIBITION

CUSTOM DESIGNS

Our broad range of highly detailed boat graphics are custom designed by qualified designers and can be easily edited to allow for any design you like.

We can customise our stock artwork designs to suit your boat design, individual style and tastes.

Full Boat Wraps, Half Boat Wraps, Individual fish decals with or without a background..... Any layout option and configuration you like - The Exhibitionist are your complete vehicle wrapping solutions provider.



WHY WOULD YOU HAVE YOUR ARTWORK DESIGNED BY ANYONE ELSE?

CREATED JUST FOR YOU

exhibitionist
DESIGN | PRINT | SIGNAGE | DISPLAY | EXHIBITION

FULL WRAPS

Boat graphics are a great way to brighten up your boat and express yourself and/or advertise your business. No matter what the purpose, our full boat wraps make a real statement on the water!

Each design is customised to suit your boat shape and colour.

VINYL COVERAGE
(Approximations only - price subject to final layout)



4M + BOAT
FROM \$2470 + GST*

5M + BOAT
FROM \$2890 + GST*

6M + BOAT
FROM \$3300 + GST*

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INSTALLATION

We'll need your car for a minimum of 4 days to completely transform it into a rolling billboard! Vehicle wrapping is a very precise process and we take pride in making sure the final product resembles the approved design. With our dedicated vehicle wrapping room, we can guarantee a professional finish for your vehicle signage.



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HALF WRAPS

Half wraps can be anywhere from one metre to five metres and above, it simply depends on what suits your boat, taste and budget.

VINYL COVERAGE
(Approximations only - price subject to final layout)



4M BOAT
FROM \$1895 + GST*

5M BOAT
FROM \$2150 + GST*

6M BOAT
FROM \$2570 + GST*

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DECALS & LETTERING

Boat names are created using premium cast vinyls that are computer cut and applied directly to your boat surface.

We can make your boat name from single colours or from digitally printed and profile cut graphics so that boat's name we create for you suits your boat shape, style and personal taste.



VINYL COVERAGE
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DECALS & LETTERING POA

THE PROCESS

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BOAT WRAPS

Qualified Printers & Installers

All of our vinyl wrap team are certified 3M preferred graphics installers and/or experts in the wide format printing industry. There is an art to wrapping cars or boats and the vehicle wrap team at The Exhibitionist have it well and truly covered. With over 20 years of experience within the signage industry, there is little we are not able to deliver when it comes to your custom boat graphics.

Maintaining Your Wrap

Vinyl boat wraps done by The Exhibitionist stand out from the crowd because of the quality of the design, materials, and installation.

Boat wraps can last up to three to four years with proper maintenance and care.

Most anglers rewrap their boats annually, however we use only the best quality 3M films and printers on the market and we pride ourselves on top of the line installation techniques and methods.

Petrol & salts will diminish the integrity of the boat vinyl wrap film so it is a good idea to clean it regularly and take special care around fuels and other chemicals. Boat wraps require special attention below the gunwale (top of the side edge) and along the bow (front end). If water penetrates the boat wrap it will weaken the adhesive and if not addressed quickly, destroy a large portion of the boat vinyl wrap.

Tears must be repaired quickly to prevent spreading. Vinyl boat wraps are thick and scratch-resistant, as well as durable. A boat wrap can be easily repaired if it's torn during the season.

Getting the WHOLE PACKAGE

Take it to the next level by getting your boat and vehicle wrapped in similar graphics or maybe getting your boat trailer wrapped with the same wrap for a complete FULL matching package. We are a one-stop-shop that believes in thinking outside of the box, do you think you can challenge us? We are up for it!

The Exhibitionist specializes in all aspects of the wrap process. From the consultation with our clients, to the intricate portion of the design process, to the test printing of the media samples so that our clients know exactly what they're getting before we print the large scale version of their wrap, to the creating of your boat template, to printing and laminating of the vinyl, and finally to the most important part of any wrap project which is installing the vinyl. Once installed our graphic kits are fully warranted so that you can enjoy your boat wraps for years to come.

We can do it all and that's why we can control QUALITY.

ARTWORK

Artwork Setup Fee	Client Supplied Print Ready Artwork	\$55 + GST per design
Design Time	Our Designers create new artwork	\$120 + GST per design
Alterations	Our Designers time to amend supplied or approved artwork	\$90 + GST per design

LABOUR

Wrap Installation	2 persons	\$220 + GST per hour
Signage Removal	1 person	\$110 + GST per hour
Decal Installation	1 person	\$110 + GST per hour



VEHICLE WRAPS

Prices

All Prices quoted subject to sighting of artwork (GST exclusive) and are susceptible to change without notice.

Quotations

The Exhibitionist provides quotes in writing (not verbally) based on current costs of materials and services. Quotes shall be held firm for 30 days from date of issue.

Commencement of Work

Purchase Order (for account holders) or written quote approval (via email) required before artwork and/or production begins, this includes concepts.

Artwork

We offer professional design services or an 'Artwork Setup Fee' for supplied print-ready artwork. Generally Design Time will be quoted between 1 to 3 hours (depending on complexity of the design), however only time spent is charged.

'Print-ready Artwork' or 'Artwork Supplied' refers to artwork that is supplied by the client to the printer for final printing without amendments. Incorrect artwork is the responsibility of the client.

Artwork Specifications

We provide artwork specifications for everything we print. Most of our specs are on our web - www.exhibitionist.com.au/Specs. Incorrect supply of artwork is the responsibility of the client. Alterations to incorrectly supplied artwork may incur a fee.

Terms of Payment

Non account customers are required to pay a deposit of 50% on order, for orders exceeding \$500 with the balance due on completion. For orders under \$500 no deposit is required with full payment due on completion. For account holders a purchase order number must be provided.

Management of Files

The Exhibitionist archives all digital files for final artwork. As a free service. A "Search Archives Fee" of \$75 + GST will be applicable should you need us to retrieve these files. This includes retrieving the original files and supplying a pdf of the final artwork to proof. Packaging and supplying the digital working files for all artwork is separate to searching archives and may be an additional charge. Visit exhibitionist.com.au/about for our full Trading Terms.

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WRAPPING PROCESS

Stage 1 – Vehicle Wrapping Suitability Assessment & Client Advisory

This stage is often the most ignored stage of all. Many car wrapping providers will simply follow the customers' requirements to wrap the car in a chosen colour or design. Price is often the discussion point way before the underlying understanding of all of the requirements and potential issues to be aware of when choosing specific vinyl wrap or other substrates. There are a ways to minimise these imperfection impacts and with the correct material choice and application techniques a good result may be achieved. We make customers fully aware of all potential issues so your investment is made with full understanding and appreciation of issues requiring our attention.

Stage 2 – Car Surface Wash and Detail

Our physical car preparation starts with detailed wash of the car with specifically formulated cleaners gentle on the paint job, while removing not just the dirt, but layers of wax and other paint protection chemicals preventing vinyl adhesive achieving a perfectly clean bonding surface. Preparation of a car for a vinyl wrap is one of the most important physical steps in the entire car wrapping process. At this point we define job longevity and effectiveness. The entire washing, cleaning and preparation process takes in excess of 4 hours and involves areas typically forgotten in an average car wash or detailing. Each surface crevice, corner and edge requires careful preparation before the vinyl car wrap can be applied. We leave no opportunity for any foreign object or dirt particles to be trapped in areas about to be wrapped.

Stage 3 – Drying and Pre-Heating

After the completion of pre-wrap washing and detailing, we generally leave the vehicle to dry off for up to 24 hours. During this time we apply heat lamps and guns into areas where moisture could be trapped leaving no possible way for the layer of vinyl to trap moisture underneath, exposing the car to possible corrosion or enabling the vinyl to lift prematurely in critical areas.

Stage 4 – Removal of Exterior Components

With the vehicle detailed, dried and heated to an operating temperature (vinyl has an ideal application temperature which is best controlled for optimal application), we remove all of the necessary components for a clean and best car wrapping job possible. Many inferior car wraps do not extend the vehicle preparation to this stage. Our approach allows not only to achieve ultimate, long-lasting wrap job (edges do not get lifted due to them being tucked deep under the lights and door trims), but also protects your expensive car duco from unskilled blade use during trimming process in and around areas which have not been removed from the vehicle. In some instances where removal of components is not required or wanted, our application technician may use a blade on a car panel surface to trim (depending on vinyl application). Below demonstrates special cutting wire inserted under the wrap, allowing for detailed and clean cuts of vinyl in not only easily accessible areas (typically cut with a blade), but also in areas where the curves, depth or intricate edging is required for a clean and factory looking vinyl edge on all of our car wrapping jobs.

Stage 5 – Vinyl Wrap Application

With the graphics prepped, vehicle clean and all areas prepared for wrapping, we now focus on the professional car wrap application. Typically we utilise two skilled technicians on each and every small to medium sized job. Technicians work together to apply vinyl according to manufacturer's specifications. Temperature and humidity is watched for optimum results. We utilise laser temperature controls (gun triggered surface temperature sensors) to ensure the bonding and the adhesive is bonded at exactly the required temperature by the specific vinyl manufacturer. All technician wear special gloves to ensure no marks are made on the chosen vinyl, we also skilfully utilise specialist tools to ensure vinyl adhesion to the tiniest of corners and gaps. Entire vehicle sides have been wrapped with a single piece of vinyl without cuts and joints. Where possible, we carefully stretch the material to ensure even, wrinkle free vinyl wrap application on all vehicle surfaces. Special attention is paid to tight radius corners and edges. Our aim is to ensure that on a close inspection, your vinyl resembles a paint job as much as technically and physically possible. We need to keep your vehicle overnight to make sure that the vinyl adheres to the vehicle surface properly.

Stage 6 – Surface Care

Once your car wrap installation is complete, we advise you on the care required for a long lasting finish. You will receive a comprehensive care guide and a professional starter pack for your vinyl maintenance. Vinyl and car wrap maintenance is not hard. The best way to start is to wash your vehicle by hand with a soft, non-abrasive cloth using a mild (solvent and alcohol free) cleaner and, after a complete rinse, let the vehicle air dry. Stubborn contaminants that remain can be safely removed with mineral spirits. The next best method also involves commercial 'waterless' car wash, but once again, skipping the heated drying process. You need to be aware that some car washes may use excessive pressure in their sprays.

During the life of the graphics, you may experience some minor lifting of the vinyl in certain small areas due to high pressure water blasting or other. These minor lifts can easily be fixed by applying 3M Primer 94 (available by calling us) and carefully pressing vinyl back into place. Of course, we are always more than happy to address any maintenance issues for you.

Optimal car wrapping application depends on the following critical factors:

- Perfect wrapping surface preparation (special attention paid to in and around the tight edges)
- Removal of components where gap to wrap around is too shallow or too tight.
- Clean wrapping environment (no dust, dirt etc on floors, equipment, etc)
- Temperature controlled application (we use laser temperature sensors to ensure appropriate bonding temperature)
- Skilled technicians, passionate about the detail on each and every job