



# Things you really must know about carwrapping before you start

**Carwrapping is hot. Since 2009, this sector of the industry has established a firm foothold. Even more reason why certain issues should be addressed before you decide to enter this field. Carwrapping has become a serious sport: You'll only win if you are good; if your applications are bad you will lose.**



## The application really is different

Carwrapping is not the same as applying digital film. Car owners want to see the same effect as car paintwork. Carwrapping demands a much better finish so it takes much longer. The finish of seams, around headlights and door openings requires much more accuracy than the application of a full colour print on a commercial vehicle. So just ask yourself - have you got the time for all of this? Do you really need all this hassle? Carwrap film is basically the same as regular cast or print film. But you need to adapt your application techniques. The smallest imperfection or air bubble are picked up on. Apply the film exactly as recommended by the manufacturer and last but not least: make sure that the film is finished correctly after application. So the additional application of heat and snagging is essential. Further information can be found on the next pages.

## Not all cars should be wrapped

Be smart and consider the risks. Don't undertake to wrap all cars. Why not? There are 3 good reasons:

**1**  
**Only do it for people that can afford it**

*The target group are affluent car owners. BMW, AUDI, Porsche and other luxury car drivers. This is not for young kids that want a carwrap done for buttons. Certainly not for a Golf that has been resprayed 6 times, covered in spoilers, with strange swages and channels all over the place. This would demand an enormous amount of hidden application time. Apart from that, these types of cars are often badly sprayed and so there is an increased risk of the paintwork flaking. This can either happen during application or some years later when the foil is removed. Who's fault will it be? Correct...the carwraper.*

**2**  
**Not for cars older than 3 years**

*As the car gets older the paintwork undergoes quite some change. Film adheres much better and is more difficult to remove. Cars up to 3 years should be suitable, but the paintwork on some cars are better than on others. So don't take any risks. Older cars are also more likely to have damaged paintwork than the newer models. You can never be sure how well the car has been sprayed. If the paintwork is poor, when the film is removed it will take the paintwork with it. So don't take any risks.*

**3**  
**Newly sprayed cars**

*If you still want to wrap a car that has been damaged, always explain the risks to the sprayer and the owner. You can't be expected to take on the paintwork guarantee and you don't know how well the car has been sprayed. What if the owner or sprayer are prepared to take the risk and you start the application? TIP: NEVER, EVER, wrap a car that has just been sprayed! This would be asking for trouble. The paintwork needs to cure for at least 2 weeks. If you do decide to start the application, the adhesive will degrade, eat into the paintwork and the film will come loose.*

## Keep your prices realistic

Carwrapping demands a lot more skill and is much more labour intensive than normal lettering which is why we find it difficult to understand why there is such a price war. Fitters often work within price margins that are so small that any snags encountered during the application wipes out any profit...Don't fall into the trap. Proud car owners think nothing of spending hundreds and even thousands of Euros on a decent car radio, a set of wheels, or mirrors and spoilers. Why not use this to your advantage? We have consulted carwrappers throughout Europe and we have compiled a list of recommended prices which should help you to determine the correct price for a job. This may inspire you. Call us for more information.

GOOD TO KNOW

### The difference between ExtremeWrap film and EasyWrap film

**ExtremeWrap film can be applied to all smooth contours and curves (both convex and concave).**

**EasyWrap film are suitable for even convex surfaces with slight contours.**



*An example of EasyWrap; rounded (convex) surfaces present no problems.*

**Extreme-Wrap can be applied in deep swages and channels.**



**Easy-Wrap film can only be applied to rounded surfaces.**



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