

Case Study – When a Wrap Goes Wrong!

The following case study outlines why Ink Signs is not the cheapest.

When a Wrap Goes Wrong!

We were approached by a business owner to provide a quote on a full design and wrap for their company vehicle. We completed our quoting process and the quote came out at \$5,000 +GST.

The business owner decided to go with another company in the Sutherland Shire (who we won't name) as their quote was \$1,200 cheaper at \$3,800 +GST.

A few weeks later, the almost client rolled back up to Ink Signs in their newly wrapped vehicle asking us to take a look at it.

As you can see on the picture below the installation was extremely poor with creases, uneven cut lines and plenty of white showing. It was far from the professional brand image the owner of the vehicle was looking to project for their business.



The wrap couldn't be fixed, so there were only 2 options - leave it as it is, or remove it and start again (and this is where cheap gets more expensive).

To fix the wrap, there was not just the cost of the new wrap - but the cost of removal too.

- \$400 - to remove the existing wrap
- \$5,000 - to redo the wrap properly

So all in all, the \$5,000 job is going to cost \$9,200 to get it done right - all because the business owner was trying to save \$1,200. You really do get what you pay for.

The owner hates the current wrap and they are embarrassed driving around in it every day. It's causing huge amounts of stress. Not just financial stress, but the stress of thought of having the car off the road again, as well as the stress a poorly presented car is having on their brand.

Summary

When it comes to getting your vehicle wrapped, don't cheap out and risk it by going with someone who cuts corners. It's just not worth it and will cost you more in the long run.

So Why Ink Signs?

The answer is Quality. Quality Design, Quality Materials, Quality Installation and a Quality Finish.

We have a clean, dedicated workshop which tells you straight away we are a cut above the rest. A lot of other sign shops wrap their vehicle out in the car park. The reality is it's just too windy and dusty to consistently get the exceptionally high-quality finish we demand, in a car park.

Experience - We're not wrapping 2-3 cars a month - we're wrapping 2-3 cars every single day. We have over 15 years of experience, and we invest a lot of money into research and development.

Training - Every year we invest \$1,000's of dollars, and hundreds of hours on training, through external courses, internal training workshops and online tutorials. We dedicate time each week to ensure we are staying up to date with all the latest, techniques, technologies and trends.

Design - Our in-house design team are dedicated to designing vehicle wraps. They are doing it every day and know what works, what looks good and what the latest trends are.

Materials - We only use the highest quality vinyl wrap from 3M and Avery. It doesn't matter if you have the best design in the world, using poor quality materials can lead to a poor quality vehicle wrap. When you use low quality materials, you also risk damaging your car.

Fitting – Unlike most other sign shops, we go to the extra effort of removing light fittings and door handles etc. It takes longer - but the finished product is worth it, as the wrap looks seamless.

Quality Control - We print and cut everything in house, so we have total control over the entire process. Because of standards are high, we don't outsource anything.

Fast Service - Whilst we don't rush the installation, our service is fast because we do it all in house, so we can control the process. There is no waiting for external designers to get back to us, or for wraps to be delivered or sub-contractors to be booked in for installation.

At Ink Signs, we pride ourselves on being the leader of Vehicle Wraps in the Sutherland Shire. Not a follower.

The logo for Ink Signs, featuring the word "ink" in a lowercase, bold, sans-serif font. The letters are a dark grey color. The "i" and "n" are connected, and the "k" has a distinctive shape with a curved bottom.