


# Graphics for the Small-Medium Fabricator

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Capitol Awning, Richmond Virginia



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## Introduction

- Purchased Capitol Awning in 2007
- PAMA Board Member
- Fabricator of Staple Stitch, Lace On, and Large Structural Canopies
- 18 Employees
- Produce "Most" of our graphics in-house



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How Much Did it Cost YOU to attend this IFAI Conference?

- \$ 500?
- \$ 1,000?
- \$ 2,000?

Save you that much and MORE...



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As a Small to Medium Fabricator...  
What do we want?

1. Cost Effective
2. Profitable
3. Attractive
4. Durable
5. Problem Free
6. Done in >1 week
7. My Staff Can Do it.
8. Cap Ex conservative



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Structure of or time today

- General Discussion on Permits and Allowances
- Common Methods of Applying Graphics
- Problems and ways to avoid them

Disclaimer: Sell nothing, Endorse nothing, This is what has worked form US.

Lots of ways to do anything. There is no Rule Book. My way is not the only way.



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Many businesses want their logo as big as possible



Sign Permits & Allowances

What are the rules and what can you get away with.



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Sign Permits & Allowances

Most places do not want their streets to look like Time Square.



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Sign Permits & Allowances

Sign Permits are required in most jurisdictions  
This includes awnings AND other signage

Typical is 3 square feet per linear foot of road frontage with a 50% bonus for a corner.

What is typically **excluded**:

1. Address numbers
2. Generic decoration
3. Generic Images



What is typically **included**:

1. Logo or any depiction or version of logo
2. Any brand specific information

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Sign Permits & Allowances

When is an Awning a Sign?  
When is it a Sign on an Awning?

Many jurisdictions count the entire surface of single plane a sign.  
Many jurisdictions consider the valance a separate plane.

Add a 2 square foot logo to a gore that is 5' tall and 30' long  
You MAY have a... 1500 sf Sign

Is this in compliance?

- Building is 20 feet wide
- Awning is 20 feet wide
- Gore on awning is 3 feet
- Logo is printed on the Gore
- The business has channel letters above the awning

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Sign Permits & Allowances

What CAN happen if you Ignore this Advice.....

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Techniques

Techniques for TODAY:

1. Sign Painter
2. Stencil Painter
3. Vinyl Applicator
4. Print & Apply
5. Full Print

OTHER Techniques

1. Eradication
2. Laser/RF
3. Dye Sublimation
4. Proprietary



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Techniques Sign Painters

Sign Painter Really?

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**Techniques**

Sign Painters  
Stencil Painters




**Stencil Painters**

- Least Cap Ex
- Typically little proofing
- Unlimited Colors
- BETTER than Vinyl for fine detail work

**TIPS:**

- Watch fumes
- Spray Primer first
- Get an air brush
- ALWAYS over seal with UV Resist spray



**EXPO**

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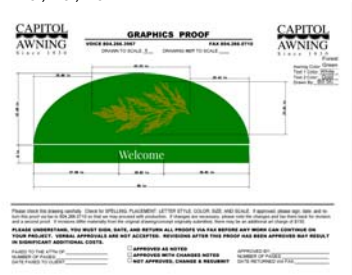
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**Techniques**

Sign Painters  
Stencil Painters  
Vinyl Applicators

**Vinyl Applicators**

- Need Vinyl Cutter
- Ability to Proof
- Control of materials
- TEST, TEST, TEST



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**Techniques**

Sign Painters  
Stencil Painters  
Vinyl Applicators

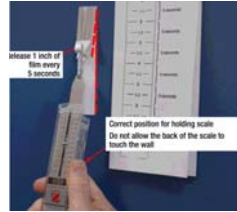
**Vinyl Applicators**

Not all Vinyl is the same!

- Calendered VS Cast
- Press Apply VS Heat Apply
- > 5 lbs not enough

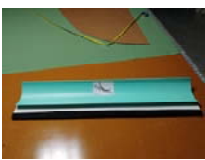
Learn to Laminate

- Determine what sticks to what
- Laminate other colors
- BIG Squeegee



Release 1/2 inch of film every 5 seconds

Correct position for holding scale  
Do not allow the back of the scale to touch the wall



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Techniques  
Sign Painters  
Stencil Painters  
Vinyl Applicators

### Vinyl Applicators

Heat and Pressure

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Techniques  
Sign Painters  
Stencil Painters  
Vinyl Applicators

### Vinyl Applicators

Get your own Cutter



**LaserPoint 3 ARMS Contour Cut Vinyl Cutter w/ VinylMaster Cut Software**

An entry-level cutter with ARMS automatic contour cutting and other advanced features found on cutters costing much more!

ALLPS-VMC

Regular Price: \$599.99

Sale Price: \$499.99

3 Year Parts & Service

100% Satisfaction

Condition: New

Understand Vector vs Raster  
Flexi Compatible  
Understand Vectorization  
Subcontract what you don't understand  
28" Capacity



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Techniques  
Sign Painters  
Stencil Painters  
Vinyl Applicators  
Print N Apply

### Print & Apply

Fading Can Be an Issue:



Always, Always, Always use LIQUID UV Protector  
Ask Customer... Are you willing to recover in 4-6 years?



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**Techniques**

- Sign Painters
- Stencil Painters
- Vinyl Applicators
- Print & Apply
- Full Print

**FULL Print**

Item	Quantity	Unit Price	Total Price
1.00	1.00	1.00	1.00
2.00	1.00	1.00	1.00
3.00	1.00	1.00	1.00
4.00	1.00	1.00	1.00
5.00	1.00	1.00	1.00
6.00	1.00	1.00	1.00
7.00	1.00	1.00	1.00
8.00	1.00	1.00	1.00
9.00	1.00	1.00	1.00
10.00	1.00	1.00	1.00
11.00	1.00	1.00	1.00
12.00	1.00	1.00	1.00
13.00	1.00	1.00	1.00
14.00	1.00	1.00	1.00
15.00	1.00	1.00	1.00
16.00	1.00	1.00	1.00
17.00	1.00	1.00	1.00
18.00	1.00	1.00	1.00
19.00	1.00	1.00	1.00
20.00	1.00	1.00	1.00
21.00	1.00	1.00	1.00
22.00	1.00	1.00	1.00
23.00	1.00	1.00	1.00
24.00	1.00	1.00	1.00
25.00	1.00	1.00	1.00
26.00	1.00	1.00	1.00
27.00	1.00	1.00	1.00
28.00	1.00	1.00	1.00
29.00	1.00	1.00	1.00
30.00	1.00	1.00	1.00
31.00	1.00	1.00	1.00
32.00	1.00	1.00	1.00
33.00	1.00	1.00	1.00
34.00	1.00	1.00	1.00
35.00	1.00	1.00	1.00
36.00	1.00	1.00	1.00
37.00	1.00	1.00	1.00
38.00	1.00	1.00	1.00
39.00	1.00	1.00	1.00
40.00	1.00	1.00	1.00
41.00	1.00	1.00	1.00
42.00	1.00	1.00	1.00
43.00	1.00	1.00	1.00
44.00	1.00	1.00	1.00
45.00	1.00	1.00	1.00
46.00	1.00	1.00	1.00
47.00	1.00	1.00	1.00
48.00	1.00	1.00	1.00
49.00	1.00	1.00	1.00
50.00	1.00	1.00	1.00

Silver Turned PINK in 90 days

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**Common Problems**

**PROOFING**

What you put on the Awning

1. Font /Format
2. Reverse Out
3. Current Graphics
4. Spelling
5. Size/Layout

Moral:

Lay it out to scale as close to original as possible  
 Proof it  
 Don't Proceed without a signature

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**Common Problems**

**Proofing**

**APPLICATION**

How You Put it on

Cracking  
 Peeling Off  
 Discoloration

Moral:

1. Test with every fabric
2. Prep your surface
3. Select the right technique
4. Use Fresh Premium Materials

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Take Aways:

1. Know what a sign permit is
2. Consider putting a sign on the awning vs awning is the sign
3. Attract attention with color and design
4. Choose right method for graphic and substrate
5. Standardize and Test (it only takes 2)
6. PROOF
7. Consider purchasing a vinyl cutter and software
8. Subcontract what you cannot do
9. Retracing is OK, Vectorizing is OK
10. Consider purchasing an air brush
11. Set up reasonable customer expectations

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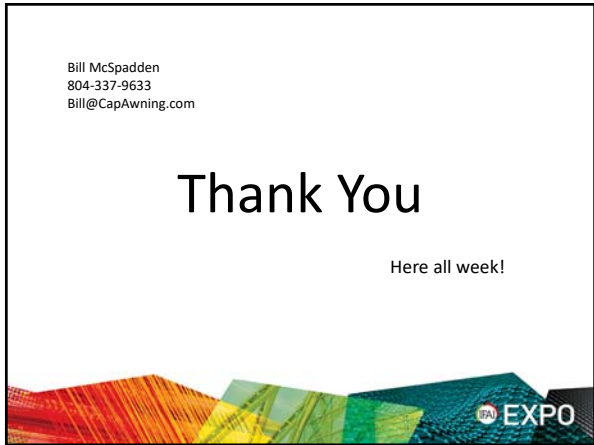
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