



## Certified Reputation

### The best in the industry become Certified Wrap Installers, plus receive host of benefits

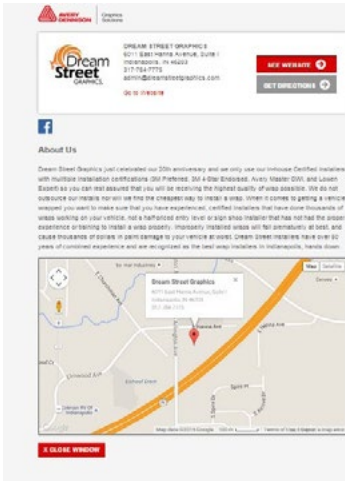
Customers want to know they're working with the best in the sign and graphics industry. Car wrap installers can showcase their expertise by becoming an Avery Dennison Certified Wrap Installer (CWI). It takes dedication, practice and superior skills to pass the CWI test and once that's accomplished, Avery Dennison is there to support and help promote the certification the business has earned.

Installers must demonstrate an in-depth understanding of the mechanics of vinyl film installation to pass the Avery Dennison certification test. The test is made up of five modules: a written exam, hands-on vehicle wrap installation demonstration on the hood, fender, door/window and a cutting test. Installers who pass the test are at the top in the industry and have successfully demonstrated their wrapping skills and techniques. All participants receive lifetime certification from Justin Pate, a world-renowned master installer and Avery Dennison wrap training instructor.

After successfully passing the exam, Avery Dennison CWI's have a competitive advantage in the vehicle wrap industry and Avery Dennison provides the marketing tools to ensure that standing out in the crowd is easy.

### The Best of the Best

The Avery Dennison certification is backed by an exceptional reputation in the vehicle wrap industry. “Becoming an Avery Dennison Certified Wrap Installer was important to me as a business owner, because it differentiates us from our competition. The certification process is a challenging one, so the CWI designation has significant meaning,” said Keith Monahan, president of TechnoSigns Corporation. “When prospective clients see the CWI logo, they know they are selecting the best of the best. They can have confidence that their wrap will be installed to the highest standards; and that translates to higher sales for my business.”



**“The Find an Installer tool was one of the biggest perks that came with my certification,” said Narayan Andrews, owner of Spectrum Auto.**

CWIs receive a profile on Avery Dennison’s Find An Installer tool, where they can post photos of recent wraps, essential contact information and more.

“The Find an Installer tool was one of the biggest perks that came with my certification,” said Narayan Andrews, owner of Spectrum Auto. “Most of our business comes from online and many customers have told me they specifically search for Avery Dennison installers.”

**The Latest and Greatest Information**

Avery Dennison offers installers many opportunities to enhance and test their skills. Although it’s not required, many vehicle installers take the one-day exam following Avery Dennison Car Wrap Training Workshops. “The techniques and skills I learned from going through the workshops and certification test have opened new doors for my business,” said Jim Laber, president of Ideal Printing & Graphics Inc. “I am one of the only certified installers in my area and my work standouts from my competitors. I am confident that I have the latest tools and knowledge.”

**The Avery Dennison Promise**

The Avery Dennison Certification Exam is delivered with the same quality and promise that goes into every Avery Dennison product. Avery Dennison Certified Wrap Installers are trained and tested with the latest tools and best product in the industry to grow an excellent reputation and a more successful business. Wrap certification tests are scheduled throughout the year at several locations in the United States and Canada. Installers can visit [graphics.averydennison.com](http://graphics.averydennison.com) for more information about the exam or wrap classes.

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**Tools to Promote your Business**

Avery Dennison supports CWIs with marketing and advertising tools through the CWI Marketing Kit and the Find an Installer tool on Avery Dennison’s website. The Avery Dennison Find an Installer web tool helps prospective customers easily locate a certified installer in the U.S. and Canada and view unique profile pages with shop information and photos of completed wraps. Each CWI is provided with a personalized link to their profile page that can be shared on social media and other platforms to promote their business. Installers can also proudly display their certification to customers through banners, window decals and an Avery Dennison film swatch book.



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