

How Miller Decals Turned a Childhood Hobby into 46 Years of Business Success

Georgia-based installer
uses Avery Dennison films
to “take something plain
and make it beautiful”



When you consider how many people go through life never discovering a professional passion, the story of Jim and Starla Miller is all the more remarkable. The husband-and-wife team owns and operates Miller Decals, located in Acworth, Georgia, and provides vinyl installation services to a wide range of clients.

Creating a business out of a childhood hobby

The Miller Decals story began decades ago: Jim's father ran a Little Debbie® snack cake distribution business, and he enlisted Jim to help pop bubbles in and smooth out the decals on the company's delivery trucks. In 1979, still a teenager, Jim launched Miller Decals. "I started as a kid," says Jim. "Helping my dad was where I kind of got my love for sticking vinyl. I grew up just dabbling in it, and eventually went to school for commercial design and just slowly built a business out of my hobby. So I've always loved what I do." As Jim's reputation grew, he traveled farther and farther across the Southeast to perform installations on behalf of the printers he worked with. This included fleet wraps for brands such as J.B. Hunt, Walmart and Coca-Cola.

A beautiful balance of creative and business skills

Miller Decals was on a trajectory, but Jim realized he was more passionate about the vinyl than about running a business. He did eventually hire several employees to help him continue to grow. And importantly – in more ways than one – he met Starla, who became his business partner. The two also married in 2001. Starla brought a different set of skills: an accounting degree, experience working for CPAs, seven years of experience as an insurance broker in Louisiana, and experience as a small business owner. It's that balance of Jim's creative soul and Starla's business mind that has helped Miller Decals persevere as one of the country's top vinyl installers, even as the industry has matured.



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Jim Miller, Miller Decals



A new, state-of-the-art facility

The company is based in a 16,000-square-foot facility in Acworth, Georgia, approximately 30 miles from central Atlanta. The shop features 16 wrap bays plus two pull-through bays large enough for 53-foot trailers. It also features a covered drop-off area for customers and a dedicated area for training and events.

Miller Decals divides its business today into three key areas.

Color change wraps

The company performs high-end vehicle transformations using materials such as Avery Dennison® Supreme Wrapping Film™ (SW900) and Paint Protection Film. It's not every day that a customer pulls into the shop in a Rolls-Royce Wraith. But it happened recently at Miller Decals. Jim and the team wrapped the car in Avery Dennison® Conform Chrome in red chrome. "The challenge was doing the full wrap inside and out," says Jim. "That included the door jambs. The final product was stunning." Versatile and easy to work with – whether applied to a hand-built luxury sedan or a mass-produced minivan – the SW900 series is an outstanding quality cast vinyl film with a paint-like finish and more than 120 colors. The portfolio also includes a range of finishes, including gloss, satin, metallic, extreme texture and special effects. Pairing it with an Avery Dennison Paint Protection Film ensures surfaces will resist stone chips, bug splatters and scratches.

Commercial and fleet graphics

Miller Decals performs large-scale fleet wrapping for businesses using materials such as Avery Dennison MPI 1105 Easy Apply™ RS Supercast Digital Wrapping Film. Recently, the crew installed custom leopard-print wraps for a customer's Lamborghini Urus and Huracán, and Chevrolet Corvette. "We had to design, print, and wrap three cars in one day to prepare them for a photo shoot," says Jim. "It was intense but rewarding." Whether a fleet consists of just three vehicles or 300, MPI 1105 is an outstanding choice. It's a premium, cast film with superior 3D conformability, stunning printability and maximum durability for complex surfaces with curves and recesses. With a lower initial tack, MPI 1105 uses Easy Apply™ RS technology to help ensure busy installers can get more done in less time.





Products used:

- Avery Dennison® MPI 1105 Supercast Digital Wrapping Film
- Avery Dennison® Supreme Wrapping Film
- Avery Dennison® Conform Chrome
- Avery Dennison® MPI 1405 PVC-Free Series Films

Flat surface installations

Miller Decals installs vinyl wall murals, films and architectural applications. The company logo applied to the deep-mortar brick surface of the Miller Decals facility was achieved with Avery Dennison MPI 1405. “It still looks as fresh as the day we put it up,” says Starla. Avery Dennison MPI 1405 Easy Apply™ RS is a PVC-free, digitally printable film with superior color pop. It’s also highly conformable to tough textured surfaces, including brick, cement and cinderblock.

A winning partnership

Starla, Jim and the Miller Decals staff rely on the Avery Dennison Graphics Solutions material portfolio for its ease of use and overall quality. But they also turn to the company for support. “The Avery Dennison tech support is amazing,” says Jim. “If I need to know anything about any material, I can call, and they always have the answers. Besides having great material, Avery Dennison also has a really great team that backs it up.” Miller Decals is a certified Avery Dennison Graphics Solutions training location, and the company has hosted numerous sessions led by Avery Dennison experts. “Hosting training is very valuable,” says Starla. “Not only do we get trained on the material and techniques, but we grow the relationship with the manufacturer, the trainer and the students. The program is just very well put together. We really get a lot out of it.”

To learn more about Starla, Jim, and the outstanding work being done by the team at Miller Graphics, visit millerdecals.com

To learn more about the Avery Dennison Graphics Solutions portfolio, including products such as MPI 1105, Supreme Wrapping Film, Conform Chrome, and MPI 1405, and training opportunities, visit graphics.averydennison.com

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