

Avery Dennison® Training Programs



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Who we are

Avery Dennison Corporation is a global materials science and digital identification solutions company.

We are Making Possible™ products and solutions that help advance the industries we serve, providing branding and information solutions that optimize labor and supply chain efficiency, reduce waste, advance sustainability, circularity and transparency, and better connect brands and consumers. We design and develop labeling and functional materials, radio-frequency identification (RFID) inlays and tags, software applications that connect the physical and digital, and offerings that enhance branded packaging and carry or display information that improves the customer experience.

Serving industries worldwide — including home and personal care, apparel, general retail, e-commerce, logistics, food and grocery, pharmaceuticals and automotive – we employ approximately 35,000 employees in more than 50 countries. Our reported sales in 2024 were \$8.8 billion.

Learn more at www.averydennison.com.

Wrap Trainers



**Justin
Pate**

Owner of
The Wrap Institute

Justin specializes in wrap training for all substrates—walls, floors, windows and vehicles. Justin began car wrapping in 1996 in New York City and, in 2007, moved to Amsterdam. Over his 28 year career, Justin has wrapped over 3000 vehicles. In 2014, Justin launched The Wrap Institute, an online streaming video education platform.



**Charlie
Trujillo**

CEO of
Lettering Express

Charlie's career in vinyl started at an early age. His parents founded Lettering Express in 1988 and he spent much of his childhood helping out after school and on the weekends. He spent his teen years working for a few other local sign shops and spent his 20's working to become an expert of vinyl application while acquiring many industry certifications. He became a trainer for Avery Dennison North America in 2021.

Window Film Trainer



**Harold
Nimtz**

Owner of House
of Tint

Harold specializes in auto and flat glass window tinting, vehicle wraps and vehicle lettering. He started working in the automotive industry in high school and has been building clientele ever since. Harold opened his own business, House of Tint, in 2005.

Paint Protection Film Trainers



**John
Duever**

President of
Vinyl Images

John has been in the adhesive backed advertising industry for over 20 years. Since 2002, he has been a partner at Vinyl Images and Design in St. Louis, Missouri. Vinyl Images and Design has a team of 20 people in their 27,000 square foot world headquarters. John became an Avery Dennison wrap instructor in 2017. He is the host of The WrapIQ Podcast and owns a business specializing in coaching and consulting in the wrap, PPF, and tint industries.



**Blake
Madsen**

Owner of
Brand Command

Blake is an accomplished professional in the wrap and graphics industry, with over 15 years of experience in the field. Blake's passion for his craft led him to compete in numerous wrap competitions, where he consistently placed at the top of his class. Blake's expertise and dedication to his craft have earned him numerous accolades including 7 industry certifications including becoming Avery Dennison certified in 2016. A year later in 2017, Blake founded his company Brand Command, which specializes in commercial vehicle branding.



**Chris
Figueroa**

Owner of
Bay Image

Chris Figueroa founded Bay Image in 2014 in Brodheadsville, Pennsylvania, after developing a passion for translating designs into vehicle wraps during his early career at a commercial wrap shop. Over the past decade, Bay Image has grown into a leading restyling business, with Figueroa earning multiple certifications along the way. Joining Avery Dennison as an instructor has been a long-term career goal. Chris brings a wealth of experience in vehicle customization and installation to the team.



**Sergey
Yakobchak**

Owner & Installer
of New Layer
Customs

Owner and Installer at New Layer Customs Located in Troy, Michigan, Sergey Yakobchak founded New Layer Customs in 2017 after years as an independent installer. With his careful focus on PPF, window tint and automotive wraps installation, Yakobchak has gained industry-wide recognition for his meticulous techniques and commitment to quality installations. That dedication and expertise makes him an excellent addition to the Avery Dennison team of professional trainers in this high-growth field.

Commercial Wrap Training

2-day training

No experience required

Sponsored by
MUTOH

- Focus on installation skills to wrap walls, floors, and vehicles
- Learn the techniques of using cut vinyl to apply to vehicles and other applications
- A Mutoh representative at each class to help gain knowledge of the printing industry
- All tools and materials provided by Avery Dennison
- Breakfast and lunch provided both days
- Receive a free digital kit (vinyl & laminate) following the class

View full schedule
and register here



Supreme Wrapping Film™ Training

2-day training

No experience required

- Focuses solely on color change vehicle wrapping
- Learn install techniques that will help you significantly lower your install time and increase your profits
- Discount to The Wrap Institute included in each registration
- All tools and materials provided by Avery Dennison
- Breakfast and lunch provided both days
- Receive a free roll of your choice of material following the class

View full schedule
and register here



Advanced Wrap Training

2-day training

Attendance at previous
Avery Dennison training
class required

- Only available to those who have taken an Avery Dennison wrap training in the past 5 years ('21-'25)
- Two instructors in each training
- Dinner with the trainers and Avery Dennison team after the first day
- Coaching call with the trainers within 30 days after the training
- Receive a free roll of your choice of material following the class
- High-level installation techniques to improve efficiency
- Sales and marketing strategies to help you grow your business

View full schedule
and register here



Wrap Certification Exam

Half-day exam

Recommend taking
Full Print Digital or Supreme Wrap
training before registering

- Stand out from the competition and become an Avery Dennison Certified Wrap Installer (CWI) by passing this industry leading exam
- If passed, receive your own listing on the Avery Dennison Graphics Solutions website for future leads
- Receive a kit that includes CWI shirt, banner, sticker, and certificate
- Be the first to know about future products and marketing launches, with access to your very own account on our partner portal
- Allowed 1 free re-take in the same calendar year if first exam is not passed

View full schedule
and register here



Wet-Apply PPF Training

2-day training

No experience required

Sponsored by
Digicut

- 90% hands-on learning along with live demonstrations and real-world practice
- Gain expertise in selling, promoting, and growing your overall business
- Learn hand cutting techniques as well as utilizing cutting software
- Each participant receives an Avery Dennison branded toolbelt with PPF installation tools inside
- All tools and materials provided by Avery Dennison
- Breakfast and lunch provided each day
- Receive a free roll of your choice of Supreme Defense™ Gloss PPF following the class

View full schedule
and register here



New in 2026

Dry-Apply PPF Training

2-day training

- Learn techniques to successfully install dry applied PPF (PrismaPro™) material to parts of a vehicle
- Receive expert, one-on-one guidance from expert instructors
- All tools and materials provided by Avery Dennison
- Breakfast and lunch provided each day
- Receive a free roll of your choice of material following the class

View full schedule
and register here



Automotive Window Film Training

2-day training

No experience required

Sponsored by
Digicut

- Learn the techniques of cutting, installing, and heat shrinking window film to all types of vehicles
- Receive an Avery Dennison branded toolbelt with window film installation tools
- Experience live demonstrations by our certified trainer, and learn multiple installation techniques
- Receive a free roll of material following the class
- All tools and materials provided by Avery Dennison
- Breakfast and lunch provided both days

View full schedule
and register here



Architectural Window Film Training

2-day training

No experience required

- 2-day hands-on training of interior/exterior Solar window film
- Education and installation of 4mil and 8mil Safety window film
- Learn best practices for the residential and commercial window film/tint industry
- All tools and materials provided by Avery Dennison
- Receive a free roll of Avery Dennison Solar Window Film following the class
- Breakfast and lunch provided both days

View full schedule
and register here



Get in touch

Find a training class and register today!

graphics.averydennison.com/training

Questions? Contact us:

wrapclasses.na@averydennison.com



#MakingPossible

10/25

For information on warranty terms, exclusions and certain limitations that apply please see our website: graphics.averydennison.com. All statements, technical information and recommendations about Avery Dennison products are based upon tests and information believed to be reliable but do not constitute a guarantee or warranty of any kind. All Avery Dennison products are sold with the understanding that the Purchaser has independently determined the suitability of such products for its intended and other purposes.

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