



# 2016 Benchmarking Study Avery Dennison vs. the Competition



## How does Supreme Wrapping™ Film stack up against competing brands?

### BACKGROUND

Speed wrapping demonstrations have become a popular trend at trade shows and wrap competitions in the graphics industry. How quickly can several installers rush to complete a vehicle wrap? While exciting and suspenseful, the circumstances in these demonstrations are far from realistic, as most speed wrapping installers do not take the time to disassemble, clean and measure the vehicle for a high quality wrap. These demonstrations often have five to six installers working on one vehicle, more than would be working in a realistic shop setting.

This trend made Avery Dennison ask, 'how fast is our material in a realistic, controlled environment?' When it comes to speed and ease of install of material for real customers, how do the major brands compare?



## METHOD

**Who:** Avery Dennison worked with the team at Car Wrap City in Carrollton, Texas to conduct the benchmarking study. The same two professional installers were employed to execute the study across all six vinyl films. They were not told the objective of the wrap installations.

After installing each wrap, installers were asked whether any variable besides the brand of vinyl used impacted the amount of time it took to complete the installation. If they answered “yes,” they were given an opportunity to re-wrap the vehicle. If installers made a mistake, they were given an opportunity to start over, and the error/mistake did not impact the total time for any particular wrap.

**When:** The benchmarking study took place during a span of four days, January 4-7, 2016. The installers were given breaks to avoid fatigue as a possible contributing factor to install time variances.

**Where:** Car Wrap City location in Carrollton, Texas. Temperature at the location was controlled and constant.

**Variable:** The time it took to complete the vinyl installation was the single tested variable in the study. Six steps were completed for the installation process. The time for the other five steps was kept constant across all brands. “Step 4: Wrapping” was the only variable of change based on brand. A mid-sized vehicle was used for all wrap installations.





## STEPS

### Step 1: Disassembly - 59 minutes, 36 seconds

The timer started when installers began removing the car parts and stopped when all parts had been removed.

### Step 2: Cleaning - 17 minutes, 50 seconds

The timer started when installers began cleaning the car and stopped when the cleaning was complete.

### Step 3: Measuring - 3 minutes 39 seconds

The timer started when installers began measuring the car and stopped when installers were finished cutting the material.

### Step 4: Wrapping - This differed for each of the brands (the variable)

The timer started when installers began applying the material and stopped when the wrap was complete.

### Step 5: Assembly - 1 hour, 5 minutes, 5 seconds

The timer started when installers began putting the car back together and stopped when the assembly process was complete.

### Step 6: Cleaning - 2 minutes, 24 seconds

The timer started when installers began cleaning the car and stopped when the cleaning was complete.

## RESULTS

|                        | Orange Material                   | Green Material                    | Blue Material                    | White Material                 | Yellow Material                                    | Red Material                           |
|------------------------|-----------------------------------|-----------------------------------|----------------------------------|--------------------------------|--|--|
| Wrap Time (H:M:S)      | 4:21:30                           | 2:35:45                           | 2:32:14                          | 2:29:26                        | 2:22:09  | 1:57:42                                |
| Total Job Time (H:M:S) | 6:50:04                           | 5:04:19                           | 5:00:48                          | 4:58:00                        | 4:50:43  | 4:26:16                                |
| Material Description   | Hexis - Gloss Orange Red HX20165B | APA - Gloss Candy Green CW/SK94.0 | 3M 1080 - G377 Gloss Cosmic Blue | Arlon - Gloss White 4600LX-102 | Orofol 970 RA - High Gloss Canary Yellow 970RA-235 | Avery Dennison Carmine Red SW900-436-0 |

The results: Avery Dennison Supreme Wrapping Film allowed for the quickest install compared to competitive product offerings.



## VALUE

### Choosing Avery Dennison Supreme Wrapping Film saves customers time:

- > Installers have additional time to complete more installs, improve skills, work on creative projects, work to develop the business or enjoy personal time.
- > For shop owners, lowering install times can be an opportunity to exceed customer expectations (end users value quick turnaround times). Owners can have confidence in project scheduling and keeping promises to customers.

### Choosing Avery Dennison Supreme Wrapping Film helps customers make money:

- > Installers are available to take on and complete more jobs per week, allowing the opportunity to generate more profit.
- > Shop owners are able to schedule and complete more jobs per week, increasing the profitability of their business.

### Choosing Avery Dennison Supreme Wrapping Film means having confidence in the finished product:

- > The high quality and dependable product makes installation easier, with less errors. The conformability and repositioning capability of the vinyl makes the installation process move more quickly.
- > Shop owners can expect and rely on high quality end results, allowing for confidence in project scheduling and promises to customers



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