

The Real Cost of Truck Wraps vs Frame & Banner



Truck Wraps as they are commonly referred to, are full color vinyl graphics that are attached to a truck with pressure activated adhesives.



Frame & Banner Systems are full color vinyl graphics that are attached to a truck with an aluminum frame.

Installation Cost

\$10 - \$12

Per Square Foot

Adhesive Truck Wrap initial installation will cost \$10 to \$12 per square foot on average.

3M

**CERTIFIED
INSTALLER**

PSV Wraps are difficult to install. For best results, you must have a Wrap installed by a 3M trained and certified installer.

\$7 - \$9

Per Square Foot

Frame & Banner Graphics initial installation will cost \$7 to \$9 per square foot on average.

**DIY
CAPABLE**



Most Frame & Banner Systems can be installed with simple tools like a drill, level and tape measure. No special skills required.

Wrap Removal

Depending on how long a Truck Wrap remains on your truck, it can become very difficult to remove. Baked-on, faded wraps take a great deal of time and effort to scrape off causing your cost to skyrocket.



Wrap Change

There are no savings realized when changing wrap graphics. The same amount of labor is involved with changing a wrap as with the initial install. Therefore you will likely incur the same install cost.

**4x
MORE**



Down Time

A Truck Wrap installation can often take several days to complete. That means a truck will be out of service for an extended period of time causing a loss in productivity and revenue.



Removing a graphic from a Frame & Banner System is achieved by simply pulling the vinyl from the frame in seconds. No extra cost involved!

Once the Frame is installed, graphic changes consist only of replacing the vinyl. A new vinyl graphic will often cost 75% less than a truck wrap.



Frame and Banner Graphics require no special conditions to install. They can often be installed at a customer's site without taking the truck out of service.

Higher Initial Cost
+
Additional Removal Cost
+
Higher Change Cost

**DO
THE MATH**

Low Initial Cost
+
No Removal Cost
+
75% Less Change Cost

This comparison takes into account certain costs that are often overlooked while calculating the price of maintaining truck graphics on your fleet. Given the importance of fleet graphics as a marketing tool, the ability to save time and money can make a huge impact on a company's bottom line. Though not every type of truck can take advantage of Frame & Banner Graphics, the potential benefits are large enough to warrant a closer look.

