



**We Move Brands**



**modagraphics**





*“We help marketers make a connection with the world on the open road.”*



*Since 1973 Modagrafics has learned, grown  
and evolved into a company known for its  
fleet branding expertise.*

## TOTAL FLEET BRANDING CAPABILITIES

From creative design and material selection to printing, installation, financing and warranty protection, Modagraphics offers it all. Our turnkey solutions are individually tailored to handle a diverse range of fleet branding projects, from local to nationwide, for virtually every type of vehicle.



## VISUAL IMPACT MANAGEMENT

Modagraphics puts an experienced management team on every project, giving our customers total step-by-step strategic planning and execution guidance. We understand the logistic complexities of national rebranding efforts, which is why we also create personalized websites for real-time ordering, tracking and reporting.

With your Modagraphics team and custom website in place, you will never be at a loss for answers, project updates or progress reports.

On a global scale, Modagraphics transcends the competition with ISO 9001 certification and an understanding of international market requirements and regulations.



## THE AD MEDIUM FOR COST-EFFICIENT IMPACT

Fleet graphics present a tremendously affordable and effective advertising medium. A survey by the Outdoor Advertising Association of America reported that not only are truck-side ads more impactful than traditional billboards, but they also cost less per impression made.

Taking heed of these statistics are smart marketers like Kraft, MillerCoors, McDonalds and Wrigley – all clients of Modagraphics who turn vehicles into ads that move.

## AD MEDIUM COST PER THOUSAND:

**Billboard** (city/national)

\$33.00

**Newspaper Ad** (1/2 pg BW)

\$19.20

**Spot TV** (30 sec. prime time)

\$16.25

**Magazine** (1/4 pg)

\$8.00

**Radio** (30 sec. prime time)

\$4.95

**Mobile Ad**

\$0.90



## DESIGN AND PROGRAM EXECUTION

Our award-winning in-house design team is available to assist with any creative service, from initial concept development to file preparation. We can be an extension of your staff, or are comfortable working in tandem with your designers or ad agency. Our design team can also help with prototypes, proofs, computer color matching and manufacturing process development.



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## CUSTOM WEBSITES FOR TRACKING AND ORDERING

Realizing the logistic complexities of rebranding projects and ongoing dealer ordering, our standard is to create a custom website to assist in ordering, tracking and reporting. For branding programs spread across a wide geographic region, the site enables virtual step-by-step tracking of your project through daily reports by VIN and location. For easy dealer or branch ordering, your custom site can even offer a wide array of graphic designs for different vehicle types, pricing information, service options and more.



## MATERIAL ENGINEERING

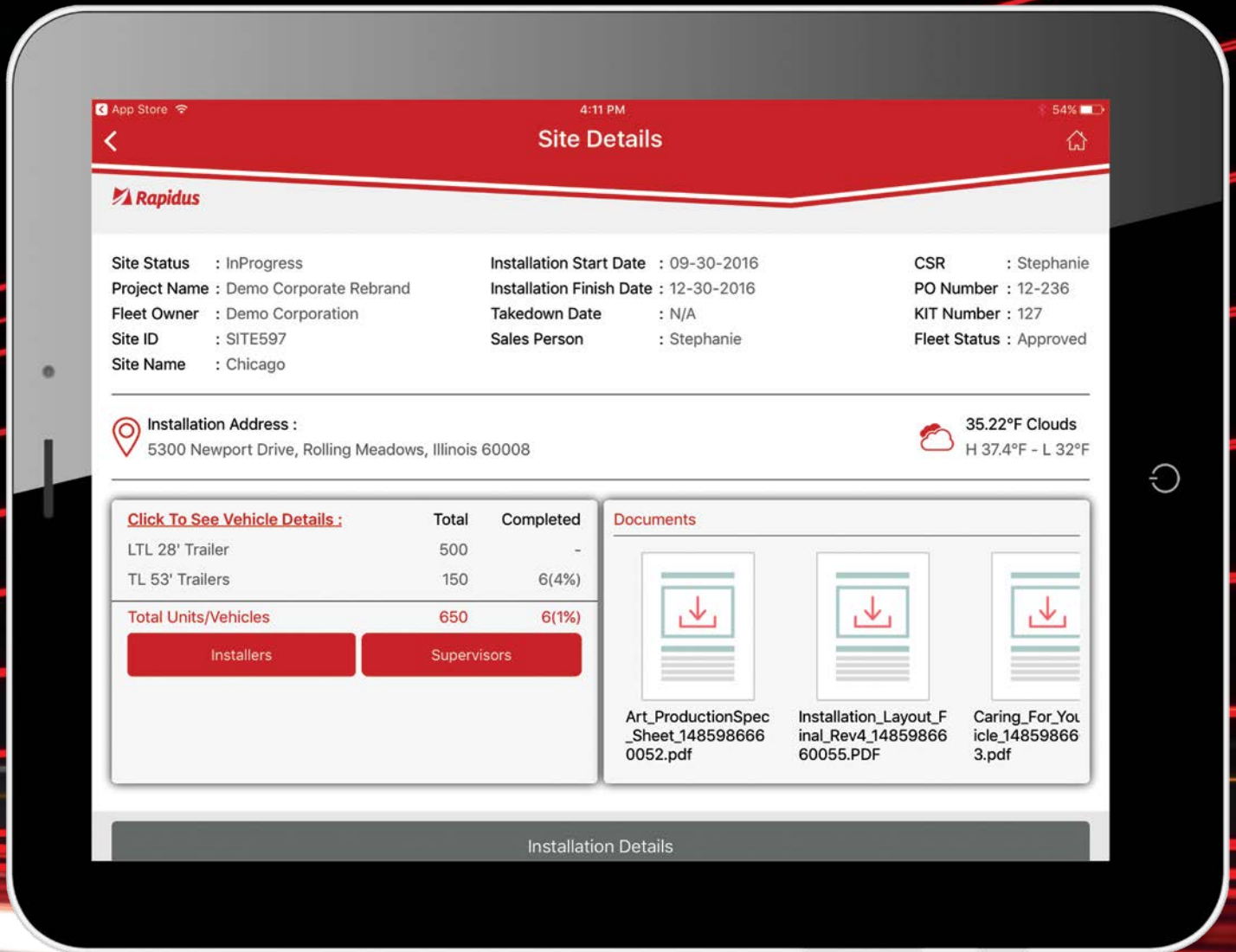
Modagraphics understands the many variables that affect vehicle graphics, which is why we carefully explore many material options to engineer the right solutions for your fleet. We take into consideration all of the environmental conditions, such as temperature extremes, sunlight exposure and precipitation rates, and match them up with your needs to determine the best possible material options.

To keep up with the latest innovations in this area, Modagraphics maintains a close working partnership with all the major film manufacturers including Avery Dennison, Arlon, 3M and FLEXcon. These relationships bring you an unending variety of options from high reflective, metallic, opaque, translucent, high gloss and specialty films. With such resources, Modagraphics can help you capture the perfect graphic look – one that can withstand the test of time and the elements.



# INSTALLATION AND TRACKING SERVICES

Beyond its in-house team and a national network of PDAA certified installers, Modagraphics offers superior installation logistics control with its Rapidus app. Rapidus offers workflow automation allowing you to monitor every aspect of any fleet branding job in real-time. It's available free through Apple and Google App stores.





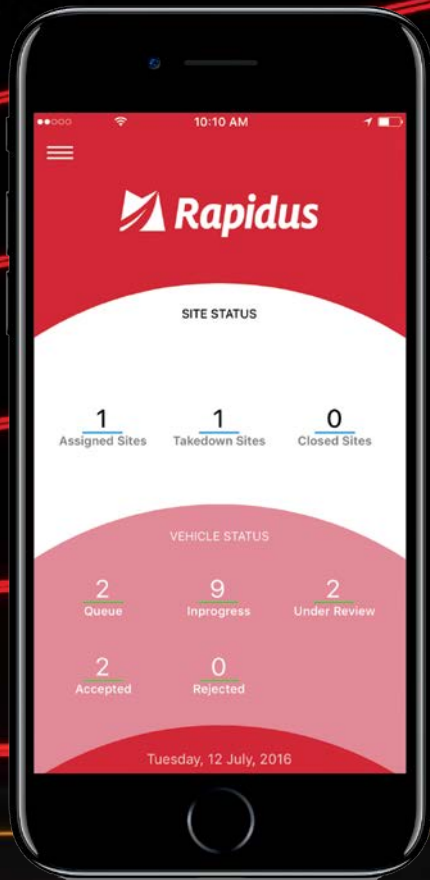
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## PRINTING TECHNOLOGY

Modagraphics' state-of-the-art manufacturing facility is designed to create the highest quality products, featuring flex capacity and ISO 9001 certification. Our capabilities include creative pre-press, large-format screen printing, digital printing, finishing and fabrication.

- Creative Pre-Press Programs
- Color Proofing & Ink Matching Systems
- Digital Presses
- UV Flatbed Press
- Screen Presses
- Computer Cutters
- Die Cutters
- Roll Striping
- Routing
- Full Fabrication Department



## WARRANTIES

Thanks to our full range of services, Modagraphics is able to offer the most comprehensive warranties in the industry. Tailored to each project, these extensive warranties are based on the application and usage of the finished graphics.

## WAREHOUSING AND DISTRIBUTION

To decrease downtime for our customers, Modagrafics maintains a climate-controlled warehouse that can provide just-in-time delivery options for global fulfillment. A unique feature of the warehouse is a minimum/maximum inventory control program.





## AVAILABLE FINANCING

Often times, companies need to transform their entire network of vehicles all at once. To accommodate this need, Modagratics can tailor a payment plan to deliver a complete fleet rebranding while spreading payments over a longer period of time. These options can also be conjoined with an inventory program, to ensure that any additions are covered down the road.





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