2016 Benchmarking Study
Avery Dennison® vs. The Competition

**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.
RESULTS

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Red Material</td>
<td>1:57:42</td>
<td>4:26:16</td>
<td>Avery Dennison SWF Carmine Red*</td>
</tr>
<tr>
<td>White Material</td>
<td>2:29:26</td>
<td>4:58:00</td>
<td>Arlon - Gloss White 4600LX-102</td>
</tr>
<tr>
<td>Blue Material</td>
<td>2:32:14</td>
<td>5:00:48</td>
<td>3M 1080 - G377 Gloss Cosmic Blue</td>
</tr>
<tr>
<td>Green Material</td>
<td>2:35:45</td>
<td>5:04:19</td>
<td>APA - Gloss Candy Green CW/SK94.0</td>
</tr>
<tr>
<td>Orange Material</td>
<td>4:21:30</td>
<td>6:50:04</td>
<td>Hexis - Gloss Orange Red HX20165B</td>
</tr>
</tbody>
</table>

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

* This Material is the equivalent to Avery Dennison Carmine Red SW900-436-O
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.

This study has been done in the United States and Avery Dennison makes no representations regarding your ability to duplicate its results and does not guarantee that you will be able to duplicate its results or that you will recognize the potential revenue gains or time savings calculated above. The revenue and cost data are based on an estimated labor cost of $2400 per job, using two installers conducting full color change wraps on a painted (not previously wrapped) mid-size SUV. One month’s work classified as 8 hour days, 5 days a week, with 20 business days per month. Results are based on a study conducted at Car Wrap City on January 4 - 7th, 2016. LEGAL DISCLAIMER EU - This document is written and governed by the English language version. Any other language version of this document is for convenience and translation purposes only.