

**Xtreme**  
**sign**  
*& grafix*



***we cover your business***



# THE **Xtreme** VISION

The Xtreme Team understands the importance of communicating with clients in order to produce the perfect image. Our designers and staff have unique knowledge not taught in any institute and can educate your company on proper techniques used in the sign and vehicle graphics industry. We will provide all the tools from scale vehicle templates, design guidelines and proper graphic layouts for signage. Xtreme will also provide market research to help you understand the cost and benefits of our services, plus supply information on materials of the industry and their different uses.

The signage and vehicle graphics industry is an integral part of any business` identity and by teaming up with Xtreme Sign & Grafix, your company will be pleased with dynamic and professional results.

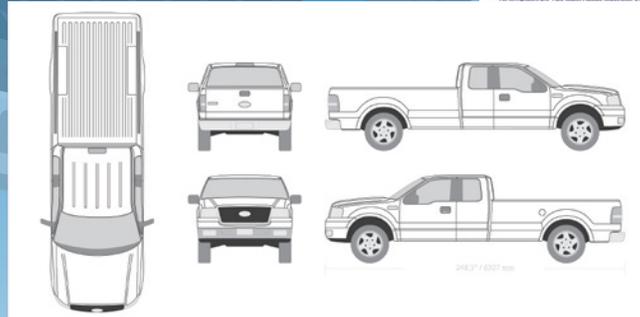
Xtreme Sign & Grafix takes pride in designing, producing, and installing the finest graphics in Winnipeg. We provide the latest technology in software, hardware, industry knowledge, and the finest materials that allow us to produce the most spectacular graphics in Winnipeg.



# concept to reality...

## Artwork & Graphic Setup

We start with indepth consultations to get your input on the project. Then we will provide you with a proof using precise vehicle templates that will help you get a good idea of what your graphics will look like when it is complete.



Once we have finalized a proof, we will create an install guide, prepare your files for print, then print away! When the graphics are print ready, you are only a few days away from the final product. We print one day with 24 hour dry time, laminate the next, and finally install your graphics in a maximum of 2 days. You will appreciate having only 2 days down time!



# wrapping a little differently...

## Vehicle Wraps & Fleet Graphics

Commercial fleets can be your most powerful advertising tool. They create a reaction every moment your vehicle is on the road. Whether you have one or two vehicles or a fleet of fifty, we can make you look as big as you should.



## Our Technique

Xtreme has a unique way of producing vehicle wrap graphics that few other companies do. We pride ourselves on creating seamless results so your wrap looks painted on rather than pieced together.



# presto change-o...

## Before & After

It doesn't matter what type of vehicle you have or the colour. We can change the colour and look of anything. We are only limited by imagination, and boy can we dream!



Yes, these are the white trucks above



## Not Your Forté

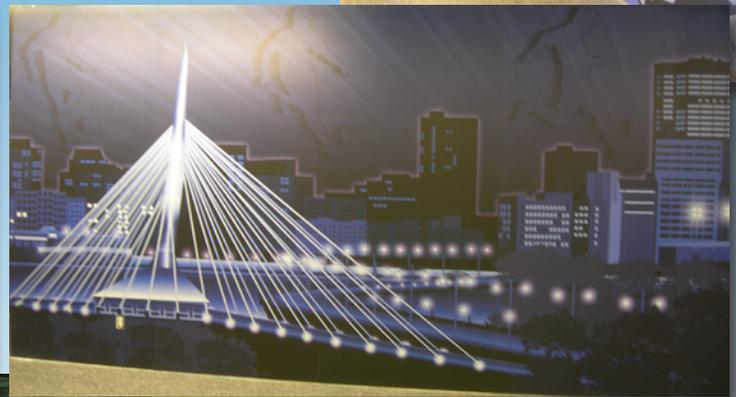
If complete coverage is not your thing, we will make your company shine with any amount of graphics.



# *larger than life...*

## Wall Murals

Whether you want to accent your walls with an art piece, or add some realism to your showroom, a mural is the perfect fit. By using graphic film you will not ruin your walls with permanent paint. If you want to change your look in a few years, it will cost a lot less than hiring a painter to do it over.



# signs of the times...

## Building Signs

Storefront signage can be one of the best forms of advertising. They can make the difference between consumers choosing your business over another.

Today, digitally printed signage has come down in price to make it just as affordable as coloured film and it looks much nicer. From a design standpoint, you are not limited to colours available, you are only limited to your designers imagination.

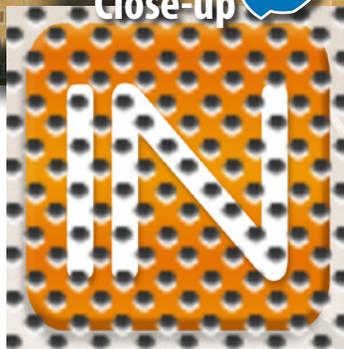


## Perforated Window Film

Add some flare as well as security. Perforated window film has many uses: cuts down 95% of UV rays, reduces heat and glare from Winnipeg's hot summer sun, makes it difficult to see in from the outside but allows you to see out clearly, plus more.



Close-up



Inside View



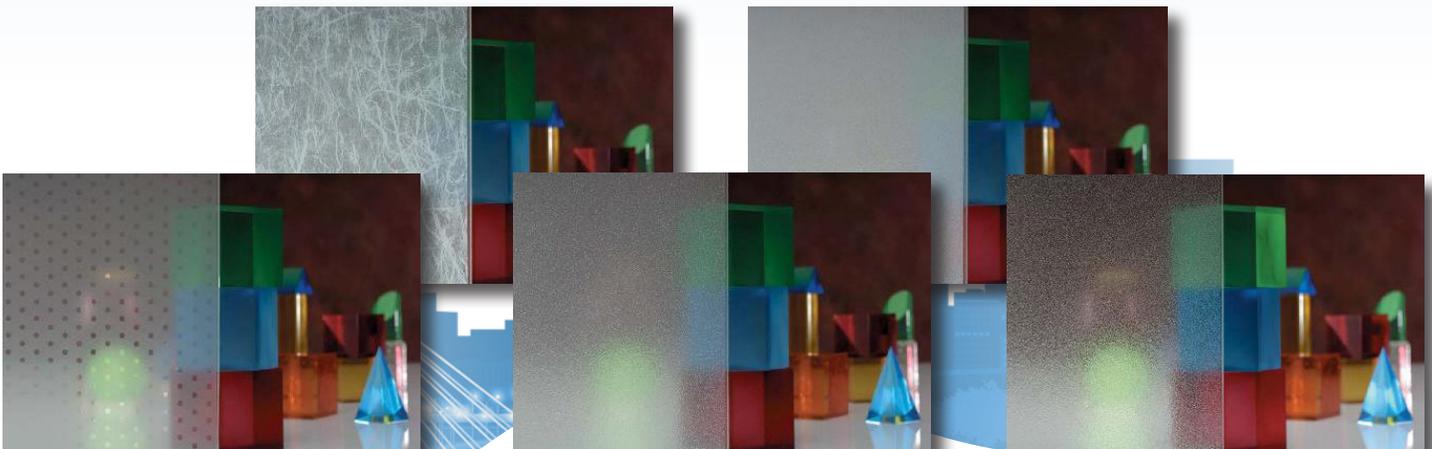
# *sand blasted look...*

## **Frosted Window Films**

If you are looking for some privacy or creating an artistic edge to your office space and do not want the cost or permanency of actual sand blasted glass, diffuser films are perfect for the job. They will add privacy as well as a touch of elegance to any space.



**Comes in a variety of colours and styles**



# the soft sell...



## Market Research

We supply research to educate you on the benefits of vehicle advertising. The graphics market is always changing and costs are dropping, so we like to make everyone aware of the potential in vehicle advertising.

### Advertising Costs:

Yellow Pages: 1/8 page, full colour, 1 year = \$5,760 or \$480 a month  
 Newspaper: 1/8 page, full colour, 1 year = \$21,816 or \$1,818 a month

### Vehicle Graphics:

**Full colour, complete wrap on a 14' cube style truck = \*\*\$4,000.**  
**Ammortized over 12 months = \$250/mo. 60 months = \*\$67/mo.**

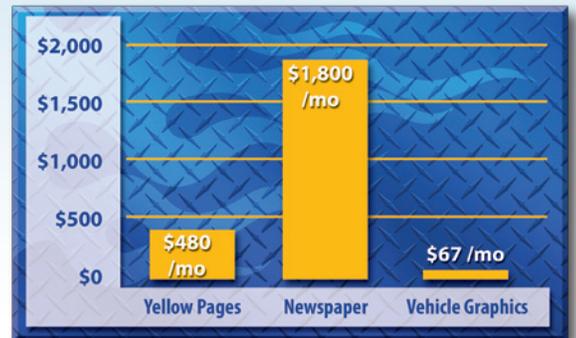
\*Costs are based on current average vehicle lease lengths

\*\*Cost is an average and does not include artwork setup or other charges

### Benefits of Vehicle Graphics:

- Transforms your vehicle into a mobile billboard.
- Advertises your products, services, and business where you work, not where your affordability gets you ad space.
- Protects your vehicles finish which increases the resale value.
- Lowest cost to reach 1000 potential consumers (See graph to the right)
- Mobile advertising is viewed by 95% of those that drive by, and read by 85% of them - Almost 2 times more attention than other forms of static advertising.
- Mobile advertising is the most effective form available, boosting product and brand recognition **15 times greater** than other forms of advertising.
- An impressive 97% recall rate, virtually unheard of with most advertising mediums.

<b>VEHICLE GRAPHICS</b>	<b>\$.18</b>
BILLBOARDS	\$1.10
RADIO: 20sec	\$3.55
MAGAZINE AD 4 colour	\$5.96
TV: 30sec primetime spot	\$9.68
NEWSPAPER AD 1/2 page - B/W	\$10.89



**Average Cost Per Thousand Impressions**

All statistics acquired from Outdoor Advertising Association of America.

# behind the scenes...

## Our Facilities

We have 2 production facilities with over 15,000 square feet which allows us to work on multiple projects at once. No job is too big, we can house a tandem trailer with the truck attached!



## Our Staff

From our designers to our installers we have just over 100 years of combined experience in the sign and vehicle graphics industry. The education and experience our staff has is not taught in any school, it comes from years of field training and following the masters through the ages. Our team is unmatched in the industry and it shows.

# *behind the signs...*

## **Warranty Information**

To insure the quality of our products, we have partnered up with 3M, who is the leading vinyl manufacturer in the industry. We take pride in using only the highest quality films to the benefit of our clients. Xtreme will not settle for anything less and we believe our clients shouldn't either.

Xtreme stands behind their work from the start. Every completed job has a one year in-house warranty against installations, materials, and graphic applications. On top of our in-house warranty, 3M backs their products against manufacturer defects, fading, and longevity for two to five years pro-rated.

We provide our clients documentation on cleaning procedures and graphic care to insure the longevity of their new signage, window film, vehicle graphics, and more.

**So make the right decision and team up with**

***Xtreme***  
***sign***  
*a grafux*



A Proud member of:  
**INTERNATIONAL  
SIGN ASSOCIATION**

**3M**





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