



The 3M MCS Warranty Guide

Learn all about the 3M™ MCS™ Warranty and how it ensures peace of mind by protecting your vehicle decal investment



Turbo Images: A Certified Platinum 3M Graphic Provider

When it comes to manufacturing the vinyl lettering, decals, and graphic identification for your vehicle fleet, we use the most efficient processes and materials on the market here at **Turbo Images**.

As a certified Platinum 3M Select Graphic Provider, we offer the 3M MCS (Matched Component System) Warranty, ERP system, digital printing capacity, die-cutting, screen printing, and partial or full wraps from a state-of-the-art plant.

The 3M MCS Warranty has set the industry standard for over 20 years, and our entire production process provides you with the science and peace of mind that comes with it.



3M

Select
Graphic Provider

Platinum



3M™ MCS™ Graphics

Your Certified 3M MCS Warranty provider

As the only full-coverage insurance in the industry, Turbo Images' 3M MCS Warranty reinforces the fact that from the inks, printers, and skill of application team, you're getting the best quality of installation for your fleet's graphics—every single time.

As a Certified 3M MCS Warranty provider, we pass along that value to you. This includes our:



Special training



Inspections passed



Qualified products



Commitment to excellence

This certificate is not required by 3M. But because we're dedicated to providing you with the best possible vehicle graphics experience—including products that *last*—we wear our 3M MCS Warranty Certificate like a badge of honor.

What's Covered

The 3M MCS Warranty covers finished graphics using products designed and tested for optimal compatibility and performance.

Under the Warranty, you're protected from defects. This includes: physical parameters, manufacturer defects, defects caused during cutting or printing, and more.



Materials Covered:

- Opaque colored films
- Colored and textured wrap films
- Printed graphic films



Activities Covered:

- Packaging and Shipping
- Manufacture of the vinyl, including adhesiveness
- Printer and ink defects (excluding misprints)
- Cutting, when cut according to procedure

Vehicle Wraps: A Smart Investment

Whether you're sitting in a vehicle during rush hour or cruising down the freeway, you can't help but notice vibrant, colorfully-wrapped vehicles around you. As drivers, we know this from our own personal experience—but if you're considering investing in vehicle graphics, you may want some more evidence.

We often hear from customers who call fleet advertising the “best decision” they ever made. And we also hear the stories of the positive impact vehicle graphics have had on their companies. But today, we want to share some vital statistics on why fleet graphics are such a smart investment.

Here are some more statistics that demonstrate the potential ROI from vehicle marketing:





Statistics



98% of Americans indicated they **notice media visible to vehicle drivers** and passengers.

4x

OOH advertising generates nearly **4x more online activations per ad dollar** than TV, radio, and print. (Nielsen 2017)

16m

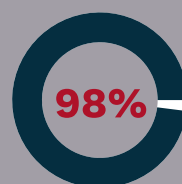
An intra-city truck can generate up to **16 million impressions per year**. (American Trucking Association)

2.5x

Vehicle advertising is **2.5x more effective** than fixed billboard advertising. (Perception Research)



Brightly colored vehicle wraps with big logos and messages are disruptive and can't be ignored by commuters. In fact, in one survey, **64% of respondents said they noticed vehicle graphics**. (Nielsen 2019)



98% of people who saw a vehicle graphic said it **created a positive company image**. (American Trucking Association)

*All stats above courtesy of The Outdoor Advertising Association of America



Vehicle marketing results in a 97% message recall, compared to a 19% retention for stationary signs. (RYP & Becker Group)

20+

The average American spends **20+ hours per week on the road.** (Arbitron Out-of-Home)

What else makes fleet graphics so cost-effective?

With fleet graphics, you have the power to target specific markets and routes that are relevant to your business demographics. Plus, your GPS information can help optimize your advertising spend and provide metrics for measurement.



Vehicle Graphics Experts



Ready to reach on-the-go consumers where they are? We can help.

At Turbo Images, our goal is to help you achieve the largest possible ROI on your fleet advertising solutions—and to make the process easy and enjoyable.



Protect The Investment in Your Fleet

When it comes to protecting the vinyl lettering, decals, and graphic identification for your vehicle fleet, you should have peace of mind that your investment is in good hands.

Turbo Images employs only MCS best practices in adhesive vinyl graphic installation, providing high-quality products that you can rest assured will look great for the long haul.

Without a comprehensive warranty, you may run into issues and disappointment with your fleet's graphics down the line. And not all warranties are created equal.

When you've made the decision that only the best will do, the 3M MCS Warranty offers the gold standard in protection.



To secure that gold standard in finished graphics warranties, contact Turbo Images today. Our 3M MCS certified team is standing by to demonstrate our commitment to excellence, all while providing you peace of mind about your investment.

All of our work is covered by the MCS Warranty, which offers you full all-inclusive protection for 7 years. If anything should happen between now and then, we will make it right—at our cost.

[Contact Us](#)