



Caring for your vehicle signage

Whether you have decided on a vehicle wrap or vehicle graphics, caring for this important advertising investment is important to prolong the life of your vehicle branding and ensure that it continually serves as professional mobile branding for your business. Follow these 9 tips and guidelines for the optimal care of this important investment for your business:

1. Your first step should always be to rinse the vehicle with clean water only, to lift all dirt that could possibly scratch your vehicle branding.
2. The best way to clean a vehicle with any type of signage is by hand with a dedicated carwash product or mild detergent, water and a soft cloth. This will limit scratches and/or tears in your branding. If you are using a detergent, ensure that the pH balance is between 3 and 11 and free of strong solvents and alcohols.
3. Always start the rinsing or cleaning process from the top of the vehicle and work your way vertically down.
4. Rinse thoroughly with clean water after washing.
5. Dry the vehicle gently with a soft towel, exercising caution to not lift film edges during drying.
6. Try to avoid commercial carwashes, unless it is a spray only carwash. Automated brush washes are to be avoided as the brushes may damage a vehicle wrap or graphics. Without knowing the composition of the cleaning product, we can't advise that they are safe. We know that high pressure water combined with brushes will eventually lift graphics.
7. Avoid waxes that contain petroleum distillate, as these can damage the wrap.
8. If cleaning trucks there are several long handle brush mops available which enable you to clean large areas without damaging the vehicle graphics.
9. Never clean your vehicle in direct sunlight, but rather in a shaded area.

By following these simple steps, you will not only be caring for your vehicle branding, but also protecting this all-important investment in the marketing of your business.