THE BUSINESS OWNER'S WORKBOOK

Fleet Wrap Buying Kit

Choose the scope. Compare the shops. Keep the fleet moving.



Commercial van wrap concept for fictional Brightcoil Electric.

Buy with a plan. Leave with the right records.

Wrap concepts, practical questions and editable worksheets for your next commercial vehicle project.

BUSINESS / PROJECT

PROJECT OWNER

TARGET FINISH DATE

VEHICLES

Start with a saved copy.

Fill the pale boxes and tick the checklists. Use Tab to move through PDF fields. Save, close and reopen to check your entries. The browser workbook also calculates and exports your answers.

02 Coverage + design
04 Shop questions + quotes
06 Budget + rollout

Choose your coverage.

Pick the coverage that serves your message, vehicle condition and budget. Confirm the exact panels on a written proof.



01 Lettering + decals

A focused name, service and response route on selected areas. Exposed paint remains part of the finished look.

Ask: which doors and body panels get graphics?



02 Partial wrap

Designed coverage on selected panels. The vehicle's original paint color becomes part of the layout.

Ask: where do graphics stop on each side and the rear?



03 Full wrap

Broad body coverage gives more room for color and a consistent visual identity across vehicles.

Ask: are the roof, bumpers, trim or glass excluded?

DIRECTION TO PRICE

Choose coverage...

CURRENT BODY COLOR / CONDITION

PANELS INCLUDED IN THIS DIRECTION

PANELS EXCLUDED / STILL UNDECIDED

Make the message easy to read.

Use the real body, both sides and the rear. Judge the design where customers will actually see it.



Side view: identify the business and its service quickly.



Rear view: check the message separately.

Give a new customer three clear answers.

Who are you?

A recognizable business name.

What do you do?

A clear service or useful promise.

How do I respond?

One main action that is easy to find.

Try this: show a small proof to someone who does not know the business. Ask them to name the company, explain its service and find the main response route. Simplify anything they miss.

MAIN MESSAGE / PRIMARY SERVICE

WHO SHOULD NOTICE THIS VEHICLE?

MAIN RESPONSE ROUTE

WHAT NEEDS TO CHANGE BEFORE APPROVAL?

Questions for every wrap shop.

Take this page to each supplier. Tick a box when you have a clear answer, and keep the written quote with your notes.

Ask before you pay a deposit.

A good proposal names the people, materials, panels, timing and follow-up you are buying. Ask for written answers to anything that affects cost or risk.



SHOP / CONTACT

DATE

- [ ] Who designs, prints and installs it? Who handles a problem after pickup?
- [ ] Can I see recent work on my vehicle type, including close-ups of edges and seams?
- [ ] Who will install my vehicle, and what current training or certification do they hold?
- [ ] What exact film and laminate product numbers are on this quote?
- [ ] Why is that material system suitable for my body contours, use and planned service life?
- [ ] Exactly which panels are covered? What is excluded, including roof, trim and glass?
- [ ] Are removal, surface preparation and paint-condition concerns included or separately priced?
- [ ] How many design revisions and body-specific final proofs are included?
- [ ] How long will each vehicle be unavailable, including prep, transport and pickup?
- [ ] What are the deposit, payment, cancellation and change-order terms?
- [ ] What do the film warranty and installation warranty each cover, exclude and require?
- [ ] What care instructions, repair contact, files and reprint records do I receive?

IMPORTANT ANSWERS, DOCUMENT REFERENCES AND FOLLOW-UP QUESTIONS

Compare the same scope.

For each line, enter Included, Excluded or Unknown, plus any price or document reference. Resolve unknowns before comparing totals.

	PROPOSAL A: SHOP NAME	PROPOSAL B: SHOP NAME	PROPOSAL C: SHOP NAME

Scope item	Proposal A	Proposal B	Proposal C
Design / number of revisions			
Proofs for each actual body			
Exact film + laminate system			
Condition inspection / prep			
Existing graphics removal			
Driver + passenger sides			
Rear doors / panels			
Roof / trim / glass exclusions			
Installer / location / access			
Downtime / transport / travel			
Film + workmanship warranties			
Care / repair / reprint records			
Taxes / fees / extra charges			

	PROPOSAL A TOTAL ($)	PROPOSAL B TOTAL ($)	PROPOSAL C TOTAL ($)
TOTAL QUOTED			

SCOPE GAPS / QUESTIONS TO RESOLVE

Know the whole project cost.

Use the actual quote and your own contribution margin. These are planning calculations, not a prediction of new customers.



Make each cost visible.

Enter 0 only when a line is confirmed at zero. Keep unpriced work in the notes. Enter PDF totals manually; the browser workbook calculates these fields.

NUMBER OF VEHICLES

VEHICLE WORK: PRICE PER VEHICLE ($)

ONE-TIME DESIGN / SETUP ($)

REMOVAL + PREPARATION ($)

TRANSPORT / TRAVEL ($)

TAX + OTHER PROJECT COSTS ($)

TOTAL KNOWN PROJECT COST ($)

CONTRIBUTION MARGIN PER EXTRA JOB ($)

PLANNED MONTHS IN USE

PROJECT COST PER MONTH ($)

WHOLE EXTRA JOBS TO COVER COST

UNPRICED ITEMS / ASSUMPTIONS

Use margin, not the sale price.

Total = vehicles x unit price + setup + prep + travel + other. Cost/month = total / months. Jobs = total / contribution margin, rounded up. Margin = job revenue minus its variable costs. Example: $3,600 / $600 = 6 jobs. Months and margin must be above zero.

Keep the fleet working.

Plan around vehicles needed in service. Confirm actual slots, preparation time and dates with the installation provider.



Release only the vehicles your operation can spare.

Agree the release plan.

Ask the provider to confirm the slots and time per batch. A short installation estimate can still leave out transport, old-graphic removal or preparation.

TOTAL VEHICLES (N)

MINIMUM IN SERVICE (M)

CONFIRMED INSTALL SLOTS (C)

WORKDAYS PER BATCH (D)

PROPOSED START / WORKWEEK

DESIRED FINISH

MAXIMUM BATCH SIZE

SEQUENTIAL BATCHES

ASSUMED WORKING DAYS

Batch size = min(N - M, C). Batches = N / batch size, rounded up. Workdays = batches x D. A batch size of 0 means no feasible release. Add transport, weekends, holidays and other constraints before agreeing dates.

☐ The supplier has reviewed the release plan and the actual time required.

Batch	Vehicle IDs / count	Proposed dates	Still in service
1			
2			
3			
4			
5			

Bring the right vehicle details.

A model name or a filename is a starting point. The production provider must confirm the actual vehicle and final file specifications.

VEHICLE / UNIT ID

YEAR / MAKE / MODEL / BODY TYPE

ROOF / LENGTH / WHEELBASE / DOORS



Exact body details affect preparation and fit.

WINDOWS / RACKS / CAMERAS / SENSORS / ADDED EQUIPMENT

PAINT DAMAGE / REPAIRS / RUST / OLD GRAPHICS: NOTE AND PHOTOGRAPH

LOGO / ARTWORK FILENAMES, EXACT WORDING AND VERSION REFERENCES

ARTWORK / APPROVAL OWNER

BRAND COLOR REFERENCES

- [ ] Current photos: driver side, passenger side, front and rear.
- [ ] Close-ups: condition concerns, old graphics and obstructions.
- [ ] Original vector logo and brand files requested; provider file specifications confirmed.

Ask for accepted formats, resolution at output size, color setup, bleed, fonts and linked images. Example: 1,200 pixels / 24 inches = 50 PPI; the provider decides whether it is suitable.

Approve the exact final proof.

Use this check on the saved production proof. Keep the approved file and version with the vehicle record.



Approval is a specific version.

A quick message that says "looks good" can leave the wrong version in play. Record the exact proof, required changes and the person who can release it for production.

- [ ] Correct company name, spelling, service wording and contact details.
- [ ] The actual phone number, web address and any QR destination have been tested.
- [ ] Driver side, passenger side and rear are shown on the correct body configuration.
- [ ] Critical words are clear of handles, seams, windows and added equipment.
- [ ] The message still works when doors or service windows are open.
- [ ] Color review, exact materials and all covered or excluded panels are agreed.
- [ ] Final dimensions, production files and proof version are confirmed with the provider.
- [ ] One named person has approved the exact final version before production.

FINAL PROOF FILENAME / VERSION / DATE

APPROVAL OWNER: NAME / ROLE

APPROVAL DATE

CHANGES STILL REQUIRED / RELEASE INSTRUCTIONS

Inspect it. Then care for it.

Record the handoff, keep the material-specific instructions and report concerns with clear photos and a vehicle ID.



Care starts at pickup.

Follow the actual film maker's care guide. Confirm first-wash timing and approved cleaners. Hand washing is generally preferred; abrasive brushes can scratch film or catch edges. Clean fuel and other contaminants promptly. Ask the installer to assess lifting or damaged film. See the source links on page 12.

- [ ] Compare all agreed panels with the approved proof in good light.
- [ ] Walk around the vehicle and inspect edges, seams, recesses and any visible lifting.
- [ ] Check doors, handles, lights, cameras and sensors with the provider.
- [ ] Photograph the finished work and note any unresolved items before leaving.
- [ ] Receive written film-specific care, first-wash timing and warranty documents.
- [ ] Save the repair contact, proof reference and material details with the vehicle record.

PICKUP DATE / VEHICLE ID

FIRST WASH ALLOWED: DATE / INSTRUCTIONS

REPAIR / WARRANTY CONTACT AND BEST RESPONSE ROUTE

FILM + WORKMANSHIP WARRANTY DOCUMENTS / CARE GUIDE REFERENCE

OPEN ITEMS: LOCATION, PHOTO REFERENCE, OWNER AND AGREED NEXT STEP

Make the next vehicle easier.

Use one row per vehicle. Keep exact material and proof references so later additions, repairs and reprints start with the right information.



One graphic identity across different vehicle bodies.

Recheck every new body.

Keep a separate final proof and material record for each configuration, even when the fleet shares one graphic identity.

Store the original final proofs and supplier documents together. For a replaced panel, record its date and artwork version. Ask for a visual-match review when new graphics sit beside older film.

Vehicle ID	Body / art version	Film / laminate	Install date	Repairs / proof ref

WHERE THE PROOFS, PHOTOS, INVOICES AND CARE GUIDES ARE SAVED

Book with the details settled.

Choose the supplier who best fits the agreed work, evidence and operating plan. Keep this page with the accepted proposal.



Keep the reason for your choice.

Record what is included, the evidence you reviewed and any conditions that must be settled before work starts.

Ready to book?

- [ ] Exact scope and every extra charge are written down.
- [ ] Vehicle details and condition have been checked by the provider.
- [ ] The actual installer, materials and warranty terms are known.
- [ ] Downtime and transport work for the business.
- [ ] The final proof and approval owner are clear.

CHOSEN SHOP / PROPOSAL REFERENCE

DECISION DATE

WHY THIS PROPOSAL FITS / UNRESOLVED CONDITIONS

NEXT ACTION / OWNER

DUE DATE

Keep the technical guides with your records.

Avery Dennison: technical bulletins, vehicle prep and warranty resources

3M: vehicle wrap film care guidance

Vehicle images are illustrative wrap concepts for fictional businesses. They demonstrate coverage, message and fleet-planning ideas. Edition: November 2026.