



# COLORCHANGE WRAPS

Colorchange wraps recolor your car using large sheets of adhesive - backed vinyl instead of paint. They're an increasingly popular way to customize your car without the commitment and downtime of a new paint job. While a versatile option, colorchange wraps aren't for everyone.



## Things to Remember:

**Wraps Are Temporary** - Figure 1-5 years in our Colorado climate. Leaving a wrap on too long increases removal costs and can damage the paint, requiring a trip to the body shop.

**Wraps Aren't Cheap** - A common misconception is that a colorchange wrap only costs a couple hundred bucks. The reality is that a typical wrap is similar in cost to an inexpensive paint job. Wraps are best for folks who have relatively nice cars and have the funds and priorities to personalize them *temporarily*, with little to no damage to the original paint.

**Wraps Don't Cover Bad Paint** - Wraps need to go over a solid, smooth, sealed surface. Chips, scratches, peeling, oxidation, etc., will translate through the thin vinyl, and in many cases, cause it to fail. The only cure for bad paint is new paint.

**Wraps Aren't Detail Oriented** - Wraps are better for regular viewing on large surfaces. They're not great for up-close, show-car stuff unless you're willing to pay top dollar. Things like deep recesses, louvers, grilles, trim, etc, all drive up the labor cost and lower the durability. Some things simply can't be wrapped without a visible seam.

**Wraps Require Special Care** - You can't just treat a wrap like paint and expect it to love you back. Drive-through car washes are strictly forbidden. Keeping it out of the sun and free from chemicals (cleaning, salt, mag chloride, etc.) and abrasives will extend the life of a wrap.

**Wraps Aren't Protective Film** - While a wrap may protect the car's paint from sun and minor scuffs, it's very thin and won't stand up to rocks, dings, and abrasion like true paint protection film.

**Wraps Are Great For Specialty Stuff** - Paint can't do some things. Carbon fiber, metal, texture, different sheens, woodgrain, temporary or commercial graphics: this is wrap territory!