



# WRAPS VS CUT VINYL

Commercial or graphic vehicle decoration breaks down into two (sometimes confusing) categories that can overlap or be used together.

## Wraps

The term "wrap" is typically used when big sheets of printed or pigmented, specialty, adhesive-backed vinyl is used to cover an area, edge to edge. A "Full Wrap" covers the majority of the vehicle, while a "Partial Wrap" covers only part of the vehicle.



### Pros:

- Full Color Printed for Anything-Goes
- Awesome Designs
- Removable
- Different Sheens

### Cons:

- Expensive
- Must Be Removed
- Shorter Lifespan
- Longer Production
- Longer Installation

## Cut Vinyl

Adhesive-backed vinyl of varying grades, with color all the way through (not just printed on top) is computer cut into individual shapes and letters. It can also be digitally printed on to achieve gradients, photos, outlines, etc.



### Pros:

- Quick Production
- Quick Installation
- Pigmented Colors
- Inexpensive
- Versatile
- Longer Lifespan

### Cons:

- Limited Colors / Sheens
- Harder To Remove
- Limited Detail Cutting

