

How Long Does a Vehicle Wrap Last?



This is a question that we are asked multiple times every day. A question that has no solid answer. We will go over many scenarios, different products and try to give you a good understanding of what to expect from your vehicle wrap.

Vehicle wraps can last from one to over 5 years. Now let's break it down.

There are two types of vehicle wraps: Printed Advertising Wraps and Color Change Wraps.

Each type is based on a completely different product:

- Advertising wraps are printed on a white vinyl and a thin laminate is applied to protect the print.
- Color Change wraps are a thinner vinyl that is manufactured in a specific color. There is no printing or lamination on these types of vinyl.

There are many factors that will determine the durability and longevity of a wrap:

- **VINYL QUALITY:** There are three different types of vinyl "Cast", "Calendar" & "Hybrid". Advertising wraps are usually printed on cast vinyl with matched cast laminate, unless there are budget concerns or graphics are applied to a flat surface such a box truck with no rivets. Cast vinyl and laminates have a much longer durability rating than calendar products. There are also PVC Free products that have even a longer durability rating but come at a much higher price tag. Color Change vinyl are either cast or hybrid.
- **WHERE YOU LIVE:** Weather plays a major role in longevity of a wrap. If you live by the coast the moisture and salt build up in the mornings will have a major effect on the vinyl. If you live in a hot climate such as Southern California or Arizona the sun is your biggest enemy as it will deteriorate a wrap.
- **HOW & WHERE VEHICLE IS STORED:** If your vehicle is stored in a garage or covered the wrap will last longer. However, if your vehicle is parked outside under the elements the lifespan of the wrap will be reduced dramatically.
- **CARE OF THE WRAP:** Accumulated dirt, bird droppings, tree sap will damage the vinyl if not removed immediately. We recommend to wash a wrap on a weekly basis and remove any fall out as soon as possible to avoid any damage and dirt build up on the wrap. Dirt will seep through the pores of the vinyl and cause damage.

Now let's see how you can prolong the life of your wrap.

- Ask the wrap shop to use high-quality cast material that are suited for where you live. Use brand names such as Arlon, 3M and Avery Dennison.
- Use a reputable shop to do the work. In this industry you will always get what you pay for. Don't go for the cheapest option. If you calculate the few hundred dollars of saving now over 3 to 4 years it will be a small price to pay for a high-quality wrap that will last for years.
- Visit the shop and see the facility and meet the people who will be working on your project. How clean is facility, are they insured, how long have they been doing this, are they certified, how fast do they respond to you, etc.?
- Wash the vehicle regularly. We recommend signing up for a mobile service that will wash your vehicle on regularly scheduled basis. No automatic car washes as they will damage the wrap.
- Keep the vehicle covered and out of the sun as much as possible.
- Wipe the morning moisture off before the sun has the chance of baking it on the wrap.
- Remove bird droppings, tree sap, fuel or any anything else that can stain the wrap.
- Use vinyl specific care products.
- Ask about Ceramic Coating. Over the past few years there have been great advances in the Ceramic Coating products specifically designed for vinyl wraps. These products usually protect the wrap between 12 and 24 months and would need to be re-applied.