



HPG

**HYPERFORMANCE
GRAPHICS**

425 N. McLIN CREEK ROAD CONOVER, NC 28613

Magic™
Pools and Spas

magicpoolman.com
704-212-7373

828-294-1180
www.hpghickorync.com

425 N Mcclin Creek Rd Conover, NC 28613

3M
preferred

About Us:

Hyperformance Graphics is a dedicated team driven to provide our customers with the best products and services by utilizing the latest technology and software available. We strive to create custom graphics that suit you and your business. We are Hyperformance Graphics and we deliver high performance quality.

SALES

The first step to any project that come through Hyperformance Graphics is a consultation with one of our knowledgeable sales associates. They are here to answer any and all questions you may hVave regarding the materials, price, scheduling/shipping, or even city permits. They will also help to guide you through the process to ensure that every job is completed professionally and in a timely manner.



GRAPHICS

Need help with your design? Our graphics department is here to bring your ideas to life. Our creative, talented artists create one of a kind, custom designs that suit your needs. Whether you are looking for a clean, corporate brand or custom, hand drawn artwork, our designers have the talent and know how to produce the look and style you need.

PRODUCTION

Our production team carefully ensures each and every job is printed, cut, processed, prepared for installation and/or shipped to guarantee that every project is ready to be completed to the customer's specifications.



INSTALLATION

We have a team of experienced installation professionals with over 45 years of experience with any and all installation and removals. From vehicle wraps to road signs, our team has the knowhow to get the job done right.

Our Equipment:

Every department in Hyperformance Graphics is dedicated to quality by using the best equipment on the market.



Latex Printers

Every department in Hyperformance Graphics is dedicated to quality by using the best equipment on the market. We are currently printing with one HP 1-360 latex printer, and two HP 2-26500 latex printers, all capable of printing widths up to 60" wide. Most of these roll materials are able to be cut to custom shapes using our Mimaki CG-160 FX2 Plotters.

CET Flatbed Printers

For harder, more rigid materials we also have two flatbed printers capable of printing up to 5ft by 10ft including full bleed, and on materials up to 2" thick. These massive printers also have the option to print white, as well as printing double sided.



Colex Flatbed Router

Our 5ft x 10ft Colex Flatbed Router allows us to cut these materials to custom shapes on many substrates up to 1" thick. This router also has the option for "cut & crease" which can be used for projects such as 3D cardboard displays.

Materials

Whether you advertise indoor, outdoor, or even on the road we offer a wide array of materials for any of your advertising needs consisting of rigid substrates and roll products. Our most common products are:

ROLL MATERIALS

- 3M Control Tac
- Banner
- Magnetic
- Poster Paper
- Fabric
- Wall Paper
- Window Perf
- Calendered Vinyl



RIGID SUBSTRATES

- Polystyrene
- Coroplast
- Lexan
- Aluminum
- Dibond (polymetal)
- Cardboard
- Foamboard
- Foamcore
- Converd Board
- Wood
- Acrylic

*Other materials are available and can be ordered upon request. For more information please contact a sales associate (see contact page)

The Advantages of Vehicle Wraps

WHAT IS A VEHICLE WRAP?

A vehicle wrap is almost literally a rolling billboard for your business. It is simply wrapping your vehicle in a large decal. We digitally print your design and cover your entire vehicle with 3M Control Tac vinyl to maximize your advertising potential or to simply customize your car, truck, van, boat, or even personal bikes or ATVs.

HOW EFFECTIVE ARE VEHICLE GRAPHICS?

The key findings from a recent 3M advertising study showed that mobile media advertising offers the lowest cost-per-impression of any major marketing medium. A similar study performed by ad agency RYP & Becker Group found that 96% of surveyors thought that vehicle wraps create a bigger impact than billboards alone.

Advertising Medium	Cost per thousand (CPM)	Cost per Equivalent DEC
Television	\$23.70	\$1,445,700
Magazine	\$21.46	\$1,309,060
Newspaper	\$19.70	\$1,201,700
Prime-time Television	\$18.15	\$1,107,150
Radio	\$7.75	\$472,750
Outdoor	\$3.56	\$217,160
Fleet Graphics (average, annualized)**	\$0.48	\$30,000

SIDE BY SIDE COMPARISON

This chart helps to show the comparison of different media formats and the associated cost of each. As you can see, mobile signage is clearly more cost effective per unit than any other form of marketing. Vehicle graphics are the best way to reach your target market.



* Based on 61 million Prime DEC annually; average of top 40 media market from Media Buyers Guide.

**Based on cost of test trucks.

WHAT ABOUT DAMAGING THE VEHICLES PAINT?

Our 3M Control Tac actually helps to protect your vehicles paint and clear coat by shielding it from the UV rays of the sun. It is important to make sure the installers for such jobs are experienced and do not cut along the paint of the vehicle during the application process. This trimming will only be visible after the decals have been removed.

WHAT DO WE OFFER?

Vehicle wraps can come in all shapes and sizes to fit any car, truck, boat, or even 53' foot tractor trailers. Our goal is to help you create an eye catching, cost efficient vehicle graphic that will help to promote you and your company in the best way possible.

HALF WRAP

Half wraps are a great, budget friendly way to reach your target market. If you are looking to get noticed without the fear of spending too much, a half wrap is the way to go.



FULL WRAP

If you want the biggest bang for your buck, a full wrap is what you're looking for! Full wraps utilize the maximum coverage of your vehicles surface area to ensure the most views from your consumers when on the road.

MARINE WRAP

Looking to advertise on the water? No problem. Boat wraps are a great way to make your company known when on the waves. Boat wraps are also great for custom designs for personal use.



FLEET GRAPHICS

Fleet graphics are the perfect way for a larger company to create consistency among their vehicles, and to help establish a recognizable branding to the general public. Fleet graphics can apply to any car, truck, van, trailer, and even long haul trucks.

OTHER PRODUCTS

We offer a wide array of other products and services to help you achieve any and all marketing and branding needs. No matter what project you may have present, we have the tools, materials, and know-how to ensure that your task is completed quickly, efficiently and with the highest quality.

INDOOR/OUTDOOR SIGNAGE

INDOOR

- wall murals
- cardboard standups
- posters
- stickers
- door graphics
- acrylic displays
- backlit panels
- Falconboard display
- booth signage

OUTDOOR

- yard signs
- banners
- window perf
- gas station
- canopy wraps
- LED reader boards
- electric lighted signs
- tent displays



Art Submission:

WANT TO USE YOUR OWN ARTWORK?

Great! Many customers prefer to supply their own artwork. To ensure that we can utilize your art, and to avoid additional art fees please remember to adhere follow the guidelines below. Also, please be informed that raster images are based on pixels and can become "blurry" when enlarged. Vector art however, will retain quality when enlarged to any size, and is preferred for when using artwork for company branding such as logos, etc.

VECTOR files:

- Preferred file types: .AI or .EPS (CS6 or older)
- Convert all text to outlines, or supply fonts
- Provide Pantone colors if necessary

RASTER files:

- Preferred file types: .PSD .TIFF .JPEG (CS6 or older)
- Provide the highest resolution possible
- Convert all text layers to shape layers, or supply fonts
- Provide Pantone colors if necessary

Contact:

WANT TO CONTACT US?

If you're looking for a quote or want more information regarding our company or our products feel free to contact us at:

phone:

office: 828-294-1180
fax: 828-294-0637

email:

office: alison@hpghickorync.com
sales: barney@hpghickorync.com
patrick@hpghickorync.com
jbarlow@hpghickorync.com

