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Closing the Loop on Graphics Installation

The recent placement of PDAA, the Professional Decal Application Alliance, under the broader umbrella of SGIA is an exciting new development for graphics producers and installers alike. The new alliance is important because it addresses a significant area of the production chain by providing reliable support at the end of the process, also referred to as the installation of the finished piece. The word "reliable" is important here, because if all the hard work you do to create eye-popping graphics amounts to nothing because of a fly-by-night installer, your company's bottom line and reputation suffer. When something goes wrong, the blame is on you, the "graphic solutions provider," and not on the unqualified installer who produced numerous bubbles, creases, visible cut marks or worse. That is why installers recognized by a meaningful, objective certification are so important to your business.

If your company currently works with independent graphics installers, or plans to do so in the future, you owe yourself a visit to PDAA's Find an Installer Search, where you can locate PDAA Master Certified Installers nationwide. The "master certified" designation is a calling card that means the installer has the proficiency to do the job right. The truth of the matter is that there are a lot of installation companies in business today, but just because a company has the tools of the trade does not mean they know how to use them effectively. By working with a PDAA Master Certified Installer, you gain assurance, reliability and professionalism, period.

If you employ your own installation team, now is the time to raise the bar on what you offer your customers, by getting your company PDAA certified. The PDAA "badge" means your company is committed to quality from the start of a project to its successful completion. Further, companies that hold master certified status rise to the top section of the PDAA installer search. This offers higher visibility and an increased ability to make valuable business contacts. Small price, big benefit.

In today's business climate, where margins are thin and every penny counts (and, really, shouldn't it always), your company must have the ability to deliver the job as agreed, on time, and done correctly. There is no alternative. By using PDAA certified installers, you close the loop on the process.

Submitted by: Dan Marx, SGIA