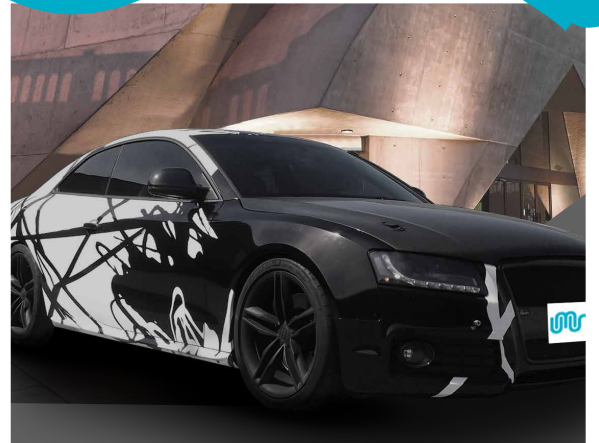




UNIQUE IDEA

BOOK



About Unique Media Solutions
Want to stand out and get noticed?
Then welcome to the world of Unique Media Solutions...

We pride ourselves on creating custom wraps that can't be found anywhere else. Whether you're looking to promote your company's brand with compelling, high-profile images, or Personalize your sports car we have the solutions you need.

Why?

Because our award-winning artists create eye-catching, professional graphics that help our clients stand out from the competition and turn ordinary cars, trucks, vans and buses into an advertising tool that gets **2,000 – 3,000 impressions every day.** (Note: In high traffic areas such as the Greater Toronto Area the impressions can be as much as 40,585 per day!) That makes vehicle wraps the most cost-effective and efficient advertising channel compared to TV and radio. This is something any company can do to get noticed.



**THE COMMERCIAL AND FRANCHISE
FLEET WRAP SPECIALISTS**

Only Unique Media Solutions can produce stunning, professional-grade branding as you see in this very special book.

It's no wonder businesses throughout North America rely on Unique Media Solutions for their branding. In fact, many of our clients see a **sales increase of 25%** or more after wrapping their vehicles.

At Unique Media Solutions, we offer 4 benefits:

1. **Quality.** We are a 3M Gold Level Select Graphic Provider. That means we use only 3M's innovative and durable materials – and when 3M needs a job done, they turn to us!
2. **Expertise.** As world-class experts, we train all 3M Preferred Installers in Canada.
3. **Design.** Our in-house design team can create customized compelling, professional graphics for more than 10,000 makes and models...see for yourself!
4. **Convenience.** Our network of 3M Preferred installers is personally trained by us across Canada. We also have our network of 3M Certified installers across the United States. This makes it easy and convenient for you to get the graphics you want done right!

To see the difference we can make, see for yourself...



**LARGE OR SMALL,
WE DO THEM ALL!**

BEFORE



Warner Brothers H2 Hummer

AFTER



How often do we get to work with Batman?
This was an exciting experience for us to work with Warner Brothers. Every month, we wrapped 3 vehicles to promote their new movie releases in Montreal, Vancouver and Toronto.

We simply removed the previous month's movie graphics and installed the new wrap. It certainly grabbed everyone's attention as the vehicle rolled up to the red carpet premiere with the stars of the movie stepping out of their custom-designed Hummer.

BEFORE



AFTER



With dynamic graphics like these it's possible to have 2,000 - 3,000 impressions every day. That makes vehicle wraps the most cost effective and efficient advertising channel compared to TV and radio.

Even better if you lived in the Greater Toronto Area you could get up to 40,585 views per day!

BEFORE



BAUER

AFTER



Bauer
Chevrolet Express

BAUER



As the world's largest provider of hockey equipment in the world headquartered in the hotbed of the sport, what else can you do to stand out? Wrap your vehicles!

And don't just stop there ... as part of an ambitious advertising program, we also wrapped the windows and walls in local hockey rinks throughout Canada to promote the Bauer brand.

BOYLE

Boyle
Nissan NV

BOYLE

BEFORE



AFTER



"Everyone from family, friends and customers comment on how eye catching the fleet branding looks. One customer commented that our fleet stands out as the most professional company in the area."

- Mike Boyle, President, Boyle Mechanical

After years of steady growth and very little advertising, Mike Boyle realized that he needed to give his trucks a more professional look and increase their marketing exposure. So he turned to Unique Media Solutions to create a design that would grab people's attention.

Working with our team of designers, we came up with a new brand image on his fleet of vehicles. Since then, business has grown substantially and the company continues to add more techs to keep up with demand.

BEFORE



AFTER



Canadian Armed Forces MCI J Model



Proud to partner with our armed forces and the Government of Canada, we were awarded this contract to wrap this bus and others like it to help recruiters find a few more good men and women who want to serve our country.

It's hard to miss these buses travelling on the highway, on local roads and even parked at events and convention centres.

BEFORE



City of Peterborough

City of Peterborough
Nova LFS

AFTER



The City of Peterborough partnered up with it's Major sports teams to create an advertising machine. The city runs the PMC a major sporting venue with the Peterborough Petes Hockey club and Peterborough Lakers Lacrosse team as its tenants. We created a design which showcased each of

them in there own way. The PMC hosts some great concerts. This can be seen on the front and rear of the bus. The Petes and lakers each took a side to advertise some of their stars as well as social media links and ticket information. Everyone in the city is buzzing about the design.

BEFORE



City of Toronto Traffic Control Boxes

AFTER



The City of Toronto had a problem that has been plaguing cities everywhere for decades: Graffiti. The solution: wrap the city's 2,200 light control boxes with unique images from a local artist using an anti-graffiti laminate that can be wiped off easily with an environmentally safe lemon-based cleaner.

So if anyone does try to spray paint the city's light control boxes, they could simply wipe them off – prolonging the life of the boxes and saving the city millions of dollars.

BEFORE



Coors Light Drift Car Dodge Viper

AFTER



Inspired by a professional drift racer, one local businessman stopped by our shop to see if we could create a custom wrap for his red Dodge Viper. Of course we obliged as you can see in these pictures.

He was so impressed with our team's knowledge, professionalism and craftsmanship that he continues to recommend his friends to us for their wraps. He also uses our team for large format printing and signage for his business.

BEFORE



Enviro Shield GMC Sierra

AFTER



This is one of our favourite designs. The client simply walked in off the street, looked at our work and just said, "Make us something cool!"

The client gave our team the creative freedom to come up with a unique design for his business that they continue to use for their signs and vehicles.

BEFORE



AFTER



As the preferred vendor for the Dwyer Group's franchises, Unique Media Solutions manages all of the design creation, production and installation for its vehicle wraps that include well-known brands such as: Air Serv, Mr. Rooter, Mr. Electric, Mr. Appliance, Glass Doctor,

Rainbow International and The Grounds Guys. So instead of using a design firm, a production firm and another shop for installation, we manage it all. That gives the Dwyer Group the consistency and reliability they need to ensure their brand is protected.

BEFORE



Street Rod Inspired Design Jeep Wrangler

AFTER



What kid wouldn't want to have a teacher who has pink flames on her jeep?
Known at school as the coolest teacher ever with her unique design that's getting everyone's attention.
The idea came to her while shopping across the street from our office.

She noticed our sign, gave us a call and after a quick brainstorming session with our designers
the pink flames became very real. As soon as she saw the custom pink flames on her jeep, she
screamed and hugged our sales person, Jasmine. That's cool!

BEFORE



Lawnscape

Lawnscape
Lincoln Navigator

AFTER



Like many of our customers, James Tennent of Lawnscape had seen our wraps on other vehicles and came to us because he was not interested in a cookie-cutter design.

He sat down with our designers and together we created a custom look for his trucks. He's already wrapped three and is planning to wrap two more.

BEFORE



Menzies Chrysler Reception Desk

AFTER



Unhappy with her current wraps, this client decided to try Unique Media Solutions. After just one brief meeting with us, she could immediately see that we could deliver stunning designs for her dealership's vehicles and company signage within the timeframe she demanded.

Our in-house graphic designers created many more proofs that were eventually turned into projects for both her business – and her home.

BEFORE



SPECIFIED ROOFING
CONTRACTORS INC.

Specified Roofing Ford F250

AFTER



Although Specified Roofing received a cheaper quote from another vehicle wrapping company, they choose Unique Media Solutions. Why? Because they felt confident they could get the job done exactly the way they wanted – and done on time – with Unique Media Solutions.

As a result, they now have a brand that's getting the attention of prospects and makes them stand out from every other roofing company in their market.

BEFORE



SPECIFIED ROOFING
CONTRACTORS INC.



AFTER



"Unique Scores a 10 for sure! The whole experience was amazing. From their customer service, scheduling to invoicing. Everything was top notch."
Trevor McBride, Specified Roofing.

Email to Unique.
John, I appreciate you making the trip out to see us today. We made the right choice going with you guys. It's been a great experience from day one, thank you for making my life easy.
Trevor McBride, Specified Roofing.



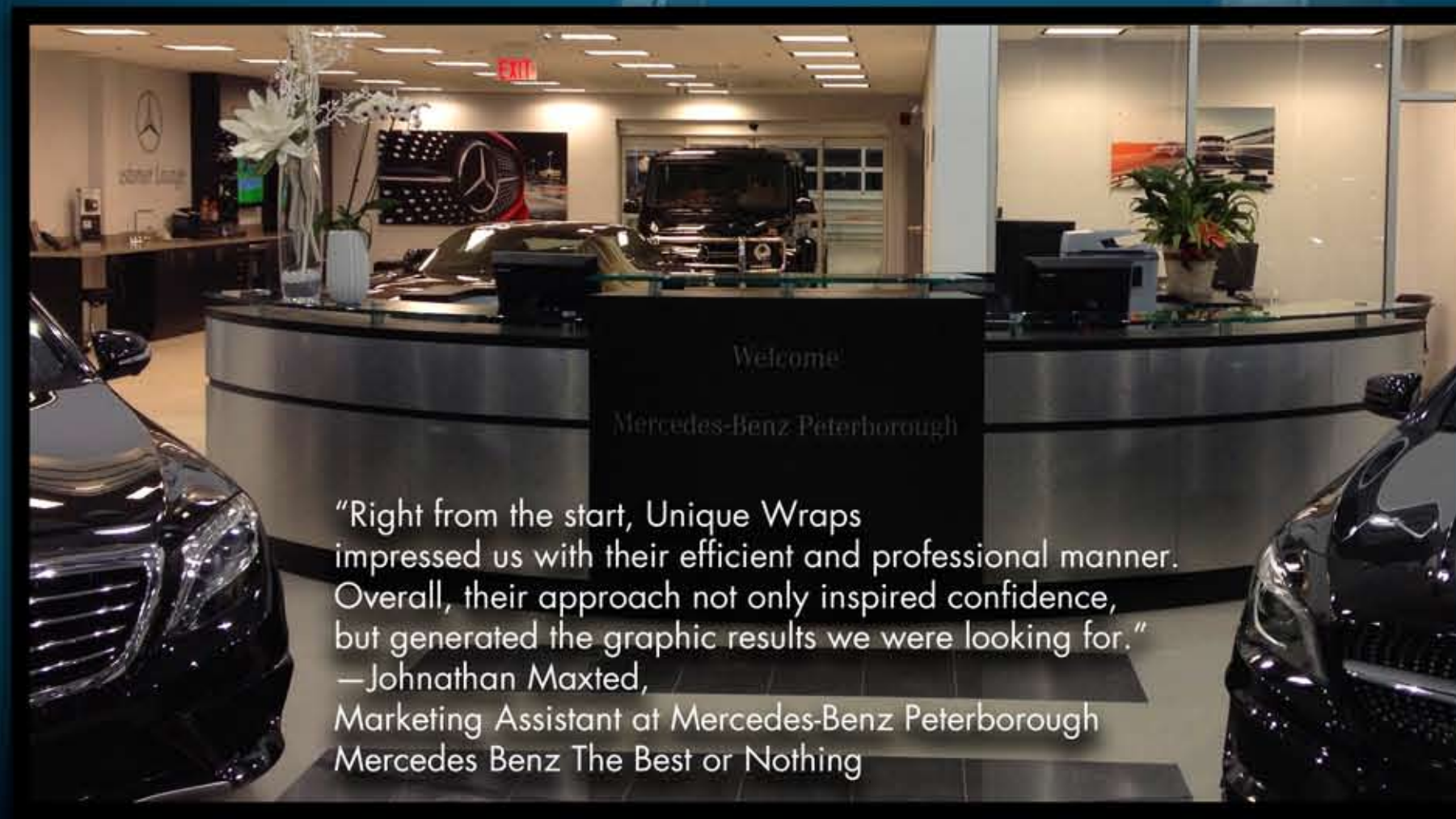
Mercedes-Benz

Mercedes-Benz Peterborough Interior Signage

BEFORE



AFTER



“Right from the start, Unique Wraps impressed us with their efficient and professional manner. Overall, their approach not only inspired confidence, but generated the graphic results we were looking for.”
—Johnathan Maxted,
Marketing Assistant at Mercedes-Benz Peterborough
Mercedes Benz The Best or Nothing

Most people are already familiar with what we can do with vehicle wraps. But the same technology can be used to brand many other areas of a business too, especially when you want to take your branding to another level like this Mercedes Benz dealership requested.

This 3D look created an incredibly stunning showroom. Our team also added frosted crystal to the office windows above to hide unsightly cables and desks from the view of customers.



Mercedes-Benz

BEFORE



AFTER



Mercedes Benz Club Lounge

Mercedes Benz is well known for their high quality vehicles. They wanted that same look and feel when it came to producing the branding for the Mercedes Benz Club Lounge.

Located at the Peterborough Memorial Centre, home of the Peterborough Petes hockey club. Working closely with the automaker's stringent standards, our team produced these stunning wall graphics.



Mercedes-Benz

BEFORE



AFTER



Mercedes Benz wants everyone to know about its new lower-priced vehicles. And what better way to get the message out than to show it!

At Unique Media Solutions, we added lettering and decals to their Smart Car and CLA vehicles to let people know that they mean business. They placed the vehicles at high traffic areas such as the local malls, stadiums and theatres for everyone to see. The response, it's been overwhelming!

What's next...

Want your brand to get noticed?

An eye-catching custom vehicle wrap is the best way to get the attention of potential customers by literally turning an ordinary fleet of cars, trucks, vans or buses into a compelling advertising tool that tells everyone, "We're not like the rest!"

Getting started is as easy as 1-2-3...

1. **We offer a FREE design consultation** in which we learn about your objectives and recommend a solution that will help you stand out from everyone else.
2. **Our in-house designers will get to work** and provide you with a customized proof for your review.
3. **Once the graphics are approved, we'll provide the installation** or have one of our 3M installers nearest you professionally wrap your vehicle – and begin to grab the attention of everyone around you!

For many of our clients, the branding doesn't stop with just vehicle wraps. We also provide custom branding graphics for signage, commercial space, storefronts, walls, floors, windows, counters, buildings ... wherever you want your brand to grab the attention of your potential customers, we can help!

To set up your FREE design consultation, call us TODAY at 905-666-6555 to schedule an appointment. We'll be glad to meet with you at your office or over the phone. Discover for yourself, how easy it is to begin to stand out – and get noticed!

About the authors...

Unique Media Solutions was created in 2007 by Roy Druce with a very simple idea: Build the best company for those who want to transform their vehicles into a compelling branding tool that can't be found anywhere else.

With 30 years of running and owning a manufacturing business in the auto industry business, Roy decided to pursue his passion of creating great vehicle designs for other business owners.

He partnered with Brandon Blancher, a world-expert in vehicle wrapping and 3M's trainer for all of its Preferred Level Graphic Installers. And just recently, he also partnered with John Druce to manage client relations after a 17-year professional hockey career including 11 seasons in the NHL.

Today, the company is known as the premiere choice for personalized vehicle-wrapping and styling; corporate and small-business fleet wrapping; and window, wall and floor graphic installations.

Installations include high-profile projects from the countdown to the 2015 Toronto Pan American games art display at Toronto's city hall to individual personalized car-wrapping.

It is also one of few companies to offer a one-stop shop for any company in North America, which includes design, production and installation.

Headquartered in Toronto, Canada, clients work directly with its professional design team and any one of its thousands of installers across the United States and Canada.



Roy Druce



Brandon Blancher



John Druce



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