

Custom Fleet Wrap Trends This Year

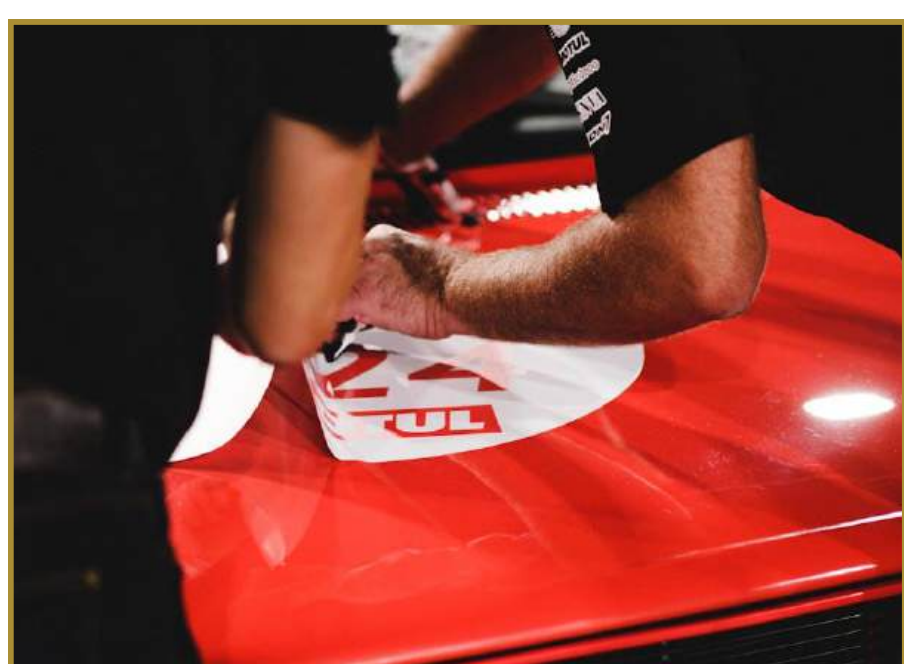
1. Textured Vinyl

Textured vinyl is one of the most exciting trends in commercial wraps this year. Businesses are opting for wraps with raised textures, such as matte, satin, brushed metal, or even carbon fiber finishes. Similar to billboards with 3D elements, these vinyls create depth, making them more dynamic and memorable than flat designs.



2. Minimalist Branding

While you might think that fewer design elements mean less impact, a minimalist wrap can actually make a bigger statement than an overly complex one. Simplicity holds a special power in the fast-paced world of commercial branding. An increasing number of businesses are opting for more modest designs.



3. Bold Color Blocking

If you want your commercial wraps to stand out and grab attention, bold color blocking is one of the most effective ways to do it. It's a trend that's gaining traction in everything from clothing to furniture, as large blocks of contrasting colors create a dramatic visual effect without detracting from the product.



4. QR Codes

In today's digital world, integrating QR codes into your commercial vehicle wraps acts as the ultimate call-to-action (CTA). These small, scannable codes allow potential customers to connect directly to your website, social media profiles, location directions, or promotional offers using their phones. It's a convenient option for people and drives traffic from your vehicle wrap to your online presence.



5. Sustainability

With growing consumer interest in sustainability, eco-friendly materials are becoming a major trend in the wrap industry. Sustainability is also a marketing trend for companies. Businesses that show they care about the environment and the future boost their public perception. Using eco-friendly commercial truck wraps in Utah, for example, sets your Salt Lake City construction company apart from the competition.



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