

Avery Dennison® Training Programs



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Who We Are

Avery Dennison Corporation (NYSE: AVY) is a global materials science company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company's products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical, and retail applications; tags, labels and embellishments for apparel; and radio frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Mentor, Ohio, the company employs more than 36,000 employees in more than 50 countries.

Learn more at graphics.averydennison.com/training



Full Print Digital Wrap Training

2-Day Training

- ▶ Focus on installation skills to wrap walls, floors, windows and vehicles
- ▶ Learn the techniques of using cut vinyl to apply to vehicles and other applications
- ▶ Gain knowledge of the digital and commercial side of wrapping
- ▶ Mutoh representative at each class to help gain knowledge of the printing industry
- ▶ All tools and material provided
- ▶ Breakfast and lunch provided both days
- ▶ Receive a roll of your choice following the class

Sponsored by Mutoh



Supreme Wrapping Film™ Training

2-Day Training

- Focuses solely on color change vehicle wrapping
- Great hands on experience for all skill levels
- Learn techniques that will help you significantly lower your installation time and increase your profits
- Discount to The Wrap Institute
- All tools and material provided
- Breakfast and lunch provided both days
- Receive a roll of your choice following the class

Separate classes available in Spanish



Certification Exam

Half-Day Exam

- ▶ Stand out from the competition and become an Avery Dennison Certified Wrap Installer (CWI) by passing this industry leading exam
- ▶ Benefits include: your own profile on the Avery Dennison website, kit and exclusive access to our CWI store for all-new apparel and supplies
- ▶ Allowed one free re-take in the same calendar year if first exam is not passed



Paint Protection Film Training

3-Day Training

- Learn how to install PPF by hand cutting as well as using pre-cut material
- 90% hands-on learning along with live demonstrations and real-world practice
- Gain expertise in selling, promoting, and growing your overall business
- Each participant receives an Avery Dennison branded tool belt with PPF installation tools inside
- All tools and material provided
- Breakfast and lunch provided both days



Automotive Window Film Training

2-Day Training

- Learn the techniques of cutting, installing, and heat shrinking window film to all types of vehicles
- Receive an Avery Dennison branded toolbelt with window film installation tools and an automotive roll of your choice following the class
- Demonstrations by our experienced trainers will show you multiple ways of installing so you can choose what works best for you
- All tools and material provided
- Breakfast and lunch provided both days



NEW TRAININGS COMING IN 2024

Architectural Window Film Training

2-Day Training

- ▶ Focused on the Avery Dennison solar window films
- ▶ Interior and exterior applications
- ▶ Insight into the business of commercial window tinting
- ▶ Work on multiple types of windows
- ▶ All tools and materials provided

Advanced Supreme Wrap Training

2-Day Training

- ▶ Highest level of vehicle wrap training
- ▶ Learn installation techniques as well as best business practices
- ▶ Focuses on tips/tricks to significantly lower install time
- ▶ All tools and material provided
- ▶ 2 trainers per class providing more 1 on 1 instruction

Only available to Avery Dennison certified wrap installers



Trainer Bios

Wrap Trainers



Justin Pate

Owner of The Wrap Institute

Justin specializes in wrap training for all substrates—walls, floors, windows and vehicles. Justin began car wrapping in 1996 in New York City and, in 2007, moved to Amsterdam. Over his 22-year career, Justin has wrapped over 3000 vehicles. In 2014, Justin launched The Wrap Institute, an online streaming video education platform.



John Duever

President of Vinyl Images

John has been in the adhesive backed advertising industry for over 20 years. Since 2002, he has been a partner at Vinyl Images and Design in St. Louis, Missouri. Vinyl Images and Design has a team of 20 people in their 27,000 square foot world headquarters. John became an Avery Dennison wrap instructor in 2017. He is the host of The WrapIQ Podcast and owns a business specializing in coaching and consulting in the wrap, PPF, and tint industries.



Charlie Trujillo

CEO of Lettering Express.

Charlie's career in vinyl started at an early age. His parents founded Lettering Express in 1988 and he spent much of his childhood helping out after school and on the weekends. It wasn't long before his passion for the industry began to grow. He spent his teen years working for a few other local sign shops and spent his 20's working to become an expert of vinyl application while acquiring the many industry certifications. Charlie earned Lettering Express many spots in the elite industry groups and has received various accreditations. He became a trainer for Avery Dennison North America in 2021.



Ana Rios

Owner and Installer at Art Vehicle Wraps

Ana was born in Cali-Colombia and came to the United States in 2012. From that moment, she began working in advertising, making illuminated signs, banners, and installing wraps. In 2017, she created the company Art Vehicle Wraps, which helped her grow both professionally and personally. This career has allowed for challenges that she has managed to overcome successfully. Ana strives to carry this passion to another level. She also wants to contribute to the knowledge and experience that she has acquired to help others perform at higher levels, with more efficiency and better results.



Blake Madsen

Owner of Brand Command

Blake Madsen is an accomplished professional in the wrap and graphics industry, with over 15 years of experience in the field. He began his career in 2006, working in sign and print shops mastering the art of vehicle wraps. Blake's passion for his craft led him to compete in numerous wrap competitions, where he consistently placed at the top of his class. Blake's expertise and dedication to his craft have earned him numerous accolades including 7 industry certifications including becoming Avery Dennison certified in 2016. A year later in 2017, Blake founded his company Brand Command, which specializes in commercial vehicle branding.

Window Film Trainer



Harold Nimitz
Owner/Operator of House of Tint

Harold specializes in auto tint, vehicle wraps, store front, and vehicle lettering. He has worked in the automotive industry since he was a freshman in high school and has been building clientele ever since. Harold has worked various shows around the country including SEMA. He opened his own business, House of Tint, in 2005.

Paint Protection Film Trainer



Narayan Andrews
Owner of Spectrum Auto

Narayan started installing window tint for auto, residential, and commercial glass in the 1990s. In 1997, he began installing graphics. He first started installing paint protection film (PPF) in 2003 and that same year he opened his own shop, Spectrum Auto, in Colorado Springs, CO where he currently still resides. By 2008, he was offering full vehicle wraps and now does fleet vehicles, color changes, murals and window graphics as well as PPF.

Get in Touch

Find a training class and register today!
graphics.averydennison.com/training

Questions? Contact us:
wrapclasses.na@averydennison.com



graphics.averydennison.com

For information on warranty terms, exclusions and certain limitations that apply please see our website: graphics.averydennison.com. All statements, technical information and recommendations about Avery Dennison products are based upon tests and information believed to be reliable but do not constitute a guarantee or warranty of any kind. All Avery Dennison products are sold with the understanding that the Purchaser has independently determined the suitability of such products for its intended and other purposes.

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