



VISUAL
MARKING
SYSTEMS



PREMIUM WRAPS *on a budget*

How VMS Saved Affinity Hospice
\$17,000 without Compromising Quality



CHALLENGE

Affinity Hospice, based in Lufkin, Texas, sought to brand its fleet of vehicles with custom wraps but faced a significant financial challenge. With a budget of just \$750 per vehicle, they were unable to find a provider willing to work within their budget. They received a quote from a local company for nearly \$1,800 per vehicle—more than double their intended spend.

SOLUTION

When Affinity Hospice reached out to Visual Marking Systems (VMS), we immediately recognized the challenge of delivering a high-quality vehicle wrap solution within tight budgetary constraints. Rather than compromise on the quality of the wrap or installation, our team worked hand-in-hand with Affinity to fully understand their goals and limitations. Using our advanced production capabilities, we optimized the design layout to maximize material yield and reduce waste.

VMS was also able to utilize our extensive network of over 250 certified installers across the country to secure cost-effective installation services. By revising the layout and reworking the design, we successfully drove down the overall costs while maintaining the high standards Affinity Hospice expected for its fleet branding.



RESULTS

Thanks to our strategic approach, VMS delivered significant cost savings—over \$17,000 across the entire fleet of 17 vehicles. Affinity Hospice was thrilled to receive a custom, professional-grade solution that met their branding goals without breaking their budget.



AFFINITY HOSPICE
Making Every Moment Matter