

# G Dezine, Ltd.

Deer Park, NY [www.digitalwrapsonline.com](http://www.digitalwrapsonline.com)

Phil Danza, president

## Describe your business

For over a decade, we have been focused on commercial vehicle graphics and mainly digital wraps, which have been 95 percent of the business since 2003.

## Why did you get into this line of work?

I loved designing and I loved everything to do with the automotive industry. I realized early on that no one was doing vehicle graphics, exclusively. It was mostly sign shops doing vehicle lettering as an afterthought.

## What were your first steps in getting started?

I purchased a powerful computer with an amazing 3.2 gig hard drive (impressive for the time) and some sign-making vector software and a plotter. I outsourced nothing from day one, and I continue that philosophy today.



## Operations/marketing tips

- The key to our steady growth over the past decade can be attributed to us staying up to date in all aspects of the vehicle graphics business. That means keeping all our hardware and software up to date and “thinking outside of the box” in marketing.
- In this business, word of mouth is the best marketing and advertising. People will go out of their way to ask your customers where they got the graphics. If you cut corners on installation, decide to save a few bucks by not using top-notch materials like those offered by 3M, you will slowly doom yourself from a loyal customer base and future growth.

## Other advice

- Treat every job as if it is going to be viewed on stage by a panel of judges and take pride in your work. This is a recipe for success in any business.
- I am a firm believer of being an expert in every aspect of your business through trial and error. Always learn from your successes and most importantly, your failures.