

## **JMR Graphics, Nationwide Vehicle Wraps Manufacturer, Comments on Increasing Competition between Brands and Outdoor Advertising**

*JMR Graphics, a nationwide vehicle wraps manufacturer, releases a comment on an article that discusses the growing competition between brands and outdoor advertising.*

Central Islip, NY ([PRWEB](#)) May 01, 2013 -- On May 1, nationwide vehicle wraps manufacturer, JMR Graphics, releases a comment on an article published on Daily Nation that discusses the increasing competition with brands and outdoing each other with their outdoor advertising strategies.

According to the [article](#), LG Electronics' regional marketing manager, Daisy Mugo, credits the need to be different to this increase of competition. "Competition is becoming stiffer and there is constant pressure to stand out from the crowd. You can no longer do that with a regular billboard." LED Screens, city bench branding, street signage branding and vehicle wrapping are some of the new advertising tactics being used by big brands to increase their outdoor exposure.

Posterscope managing director, George Mugendi, told the Daily Nation, "Outdoor is still an important medium among brands that want to make a statement in the market. It is difficult for a brand to be seen as big without outdoor advertising."

Representative TJ Pannell from JMR Graphics, a nationwide [vehicle wraps](#) manufacturer, recognizes the need to think outside the box when it comes to advertising strategy. "It is becoming difficult for brands that are not innovative with their outdoor advertising to get noticed. The beauty of outdoor advertising is that it remains invulnerable to consumer avoidance. It can't be turned off or thrown out."

JMR Graphics is an award winning Nationwide 3M Certified Manufacturer of Graphics for over a quarter of a century. We specialize in branding companies through Fleet Graphics, Vehicle Wraps, Architectural Wall Graphics, Promotional Window Clings, Floor Graphics, Event Signage and much more. We offer a variety of 3M Graphics Films, which are specially designed for most surfaces that require a changeable, short and long-term application. Our exceptional "Turn Key Service" is backed with a 3M MCS Warranty to give you peace of mind when you need optimum performance for the intended life of your graphics. With our state-of-the-art, cutting-edge facility we inspire our clients by providing creative design, custom-printed graphics and handle a network of nationwide installers. [JMR Graphics](#) provides expert capabilities and capacities needed to meet any graphic challenge.

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