START A BUSINESS - WISCONSIN

How to start a vehicle wrap and graphics business in Wisconsin

Wisconsin taxes materials and labor on vehicles, including installation of accessories; get a seller's permit and know the USDOT marking rules.

Sources verified 2026-11-21 - Updated 2026-11-21

1 Is a wrap business right for you?

Wrap shops design, print and install vinyl wraps, fleet graphics, lettering and USDOT numbers. It suits detail-oriented people with design or installation skills.

2 Form the business and get a seller's permit

1. Choose a structure. LLCs and corporations file with the Wisconsin Department of Financial Institutions.
2. Get a seller's permit from the Department of Revenue and collect state and any county sales tax. Repair labor, cleaning and towing are taxable.
3. Check your city or county for local licenses and zoning.

3 Licenses

We found no Wisconsin State license for wrap installation. Check your city or county for licenses and zoning.

4 Sales tax

Materials and labor on vehicles, including installation and painting, are taxable. Collect tax on the whole wrap job.

5 Marking rules your customers rely on

Vehicles that need a USDOT number show the carrier name and USDOT number on both sides, readable from 50 feet.

6 Your first steps

1. Form the business and register with the Department of Revenue.
2. Check local licenses and zoning.
3. Buy insurance and equipment.
4. List your business on Nearby Car Care

Requirements at a glance

Wisconsin seller's permit and sales tax

Required - State - Wisconsin Department of Revenue

Get a seller's permit from the Department of Revenue and collect state and any county sales tax. Vehicle repair labor, cleaning and towing are taxable in Wisconsin.

Form your LLC or corporation with the Wisconsin Department of Financial Institutions first. Fees not verified here.

Official application: https://www.revenue.wi.gov/DOR%20Publications/pb202.pdf

Sales tax on wraps and installation

Required - State - Wisconsin Department of Revenue

Materials and labor on motor vehicles, including installation of accessories and painting, are taxable. Collect tax on the whole wrap job.

USDOT number marking on commercial motor vehicles

Required in some cases - Federal - Federal Motor Carrier Safety Administration

Vehicles that need a USDOT number show the carrier's name and USDOT number on both sides, readable from 50 feet in daylight (49 CFR 390.21).

Official agencies and links

49 CFR 390.21, Marking of self-propelled CMVs and intermodal equipment

Federal Motor Carrier Safety Administration (eCFR)

https://www.ecfr.gov/current/title-49/subtitle-B/chapter-III/subchapter-B/part-390/subpart-B/section-390.21

Publication 202: Sales and Use Tax Information for Motor Vehicle Sales, Leases, and R

Wisconsin Department of Revenue

https://www.revenue.wi.gov/DOR%20Publications/pb202.pdf

Frequently asked questions

Is wrap installation taxable in Wisconsin?

Yes. Labor on vehicles, including installation and painting, is taxable.

This guide is general information, not legal advice. Rules change and can depend on your city or county, so confirm with the official agencies linked below before you apply.

https://nearbycarcare.com/resources/business/start-vehicle-wrap-business/wisconsin/