

Pure Imagination Vinyl Application Instructions

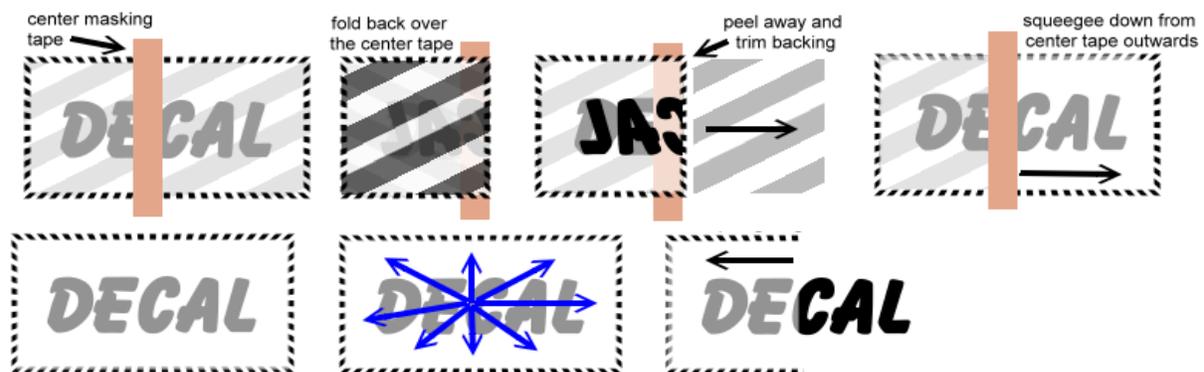
DRY Vinyl Application Instructions

Always lay out your decals flat and go over them with a squeegee or credit card **after** you remove them from the shipping tube and **before** you start the application process. This is to re-affix the transfer tape to the decal after shipping, should any separation occur. The rolling up of decals for shipping can sometimes cause separation of the transfer tape from the decal in spots, making small air pocket... which is normal and easily fixed. A simple laying flat and giving it a once over with a credit card or other straight edge will make sure your decal's transfer tape is nice and evenly stuck before you begin the application process. The surface you're applying the decal **must be 50 degrees** in order for the adhesive to adhere to the surface.

Dry Method

**** DO NOT USE WATER OR ANY KIND OF LIQUID TO APPLY INDOOR DECALS, IT WILL DESTROY THE ADHESIVE!!!! ****

1. Clean your destination surface, first with a wet cloth then with **rubbing alcohol**. **The cleaner the better**. Freshly lacquered or painted surfaces should be allowed to dry for at least three weeks and to completely cure respectively.
2. With your decal as-is (still taped up), lay your decal (backing-side down, transfer-tape-side up) and align as you like it. It should be adhesive side down, looking like it will look after applied. Once you get it lined up how you like it...
******When centering, NEVER MEASURE using THE TRANSFER TAPE! Always measure from the actual decal image, which you can see through the transfer tape.**
3. Place a strip of masking-tape (vertically) down the center of the image to hold in place, over-lapping the edge onto the destination surface. Make sure the image won't move. Once fixed...
4. Pull one side of the decal (the entire decal - transfer tape, backing and all) back flat against itself, folding over the masking-tape center-line that you just placed to hold it down. **Don't crease it, just "bend" it or "fold" it.**
5. Using a **sharp angle**, start in a corner and peel away the decal's backing (away from the transfer tape that is holding the vinyl image) until you get to the masking-tape-center-line you laid to hold it in place. Keeping the vinyl (on the application-tape) pinned back with your finger, cut away the removed backing along the center-placement-tape line. Careful not to scratch your surface or cut your vinyl image. Do not try and tear the paper, this will create fuzz and dust that may create bumps under the decal.
6. Using any squeegee like item (a credit card works well), begin to lay your graphic down onto your prepared surface from the masking-tape center line outward. **DO NOT LAY DOWN ALL AT ONCE!** Hold the image at an angle above the destination-surface, and slowly, starting at the center-placement-tape-line, press down the image from the center out using the squeegee. Squeegee from the center-tape-line outward as you lay it down, taking care to no allow air bubbles to form between the vinyl and the surface.
7. Once one side is laid down, remove the center-tape-line, then remove the other half of the vinyl backing the same way as before, and repeat the process for the other side.
8. Squeegee the entire image a few times, from the **center outward**, each time with greater pressure, making sure that **all of it** is good and pressed onto the surface.
9. Once you feel it is pressed on as good as can be, begin peeling the transfer tape off using a sharp angle against itself. If the image comes off the surface (sticking to the transfer tape), simply lay back down, and squeegee as before, then try again - remember, a **sharp angle** works best when separating vinyl from either the backing or the tape. If the decal does not stick, the surface was not fully cleaned, and may have oils or dust. See the illustration below for additional help.



****Indoor vinyl removes cleanly and easily for up to 2 years after application, the adhesive gets stronger over time. ****

Thank You & Enjoy your Vinyl Decals!!