

TECHNICAL BULLETIN

Floor Graphics Advertising System

Floor Graphics Advertising System has been developed to allow temporary application of graphics and messages to floors. This system offers the ease of peel and stick application as well as protection of the graphic for up to 180 days from normal wear and tear.

Construction

Floor Graphics Advertising System is the combination of a base printing film overlaminated with a scuff resistant film for protection of the graphics. Both films are pressure sensitive, which offers cold laminating advantages. Choose from either our **Premium** line or **Econo-Tac Plus™** line.

Printable Base Film

The base film for Floor Graphics Advertising System in our **Premium** line is a 4-mil topcoated white vinyl and our **Econo-Tac Plus™** line is a 3.5-mil white semi-rigid vinyl. Both products are offered with a high performance removable adhesive and offer excellent printability with most oxidizing inks.

Protective Overlaminates

Scuff and mar resistance is provided to the printed graphics by overlaminating with a clear, slightly embossed film. This film is pressure sensitive and is normally laminated with cold laminating equipment. The **Premium** line offers a 6-mil gloss overlaminate while our **Econo-Tac Plus™** line offers 5-mil velvet clear overlaminate.

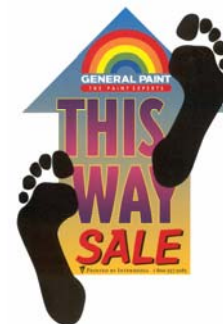
Print And Laminate

Print the desired graphics on the base film. (Graphic should be designed to allow for a minimum of an extra 2" on all sides of sheet, which will allow for grip and trimming on the laminator). Apply the protective overlaminates with normal laminating procedures. If available, the application of heat in the laminating process is acceptable. Normal heat range from 90°F to 100°F. If you have any questions, contact the manufacturer of your laminating equipment.

Test the adhesion of the overlaminates to the inks. Some inks may contain silicones that will reduce adhesion of the overlaminates and cause product failure. Use inks that do not contain silicones.

When laminating to dark colors, the overlaminates may contain some slight haze or entrained air. This will usually dissipate after 24 hours. Lamination with warm rolls and keeping decals stacked in a warm climate will help reduce entrained air.

To avoid edge lifting, graphics should have corners that are rounded to the largest possible radius.



F l o o r G r a p h i c s

APPLICATION INSTRUCTIONS

Floor Graphics advertising decals may be applied to clean floors in good condition. This system was developed for commercial waxed tile floors but may be used on sealed concrete, sealed wood and ceramic tile.

APPLICATION TO FLOORS

Trained personnel using these procedures should apply decal:

Floor temperature range 40° F to 90° F.

Floor must be cleaned with commercial cleaning products. Rinse application area with window cleaner and allow to dry as a final cleaning step prior to application. System will work with most waxed surfaces as long as they do not contain silicones.

The floor finish (concrete sealer, wood sealer, coating, paint, tile, etc.) must be firmly attached to subfloor. Floor finishes that do not adhere well to subfloor may separate/release resulting in premature lifting of the graphic and/or cause damage to floor during removal. Do not apply to uneven tile as this will result in accelerated wear of the graphic. **Pre-testing for product suitability by end-user is recommended prior to all applications.**

If the decal is small, remove the liner from the back and position the graphic on the cleaned floor. Using a squeegee, start at the middle of the decal and work to the edges with firm pressure to avoid trapping air. Overlap all strokes keeping the edges from contact until firmly pressed with the squeegee. Make sure all edges and corners are firmly attached.

If the decal is large, peel back about 1" of release liner from top of graphics. Fold and crease liner back. Position graphics starting with top of graphics. Apply firmly using plastic squeegee. Continue removing liner and smooth out graphics with squeegee. After entire graphic is applied, squeegee entire decal, working from center out, to remove any air bubbles and to ensure good adhesion. Make sure edges are applied well.

- Product should not be applied using wet method.
- Do not scrub or polish for at least 24 hours.
- If multiple panels are used, butt all edges. Do not overlap seams.

MAINTENANCE

Floor Graphics Advertising System may be cleaned and maintained using normal commercial procedures and equipment.

Floor graphic must be waxed before buffing.

If any edge of the decal lifts from the floor, the entire decal must be immediately removed and replaced to prevent a tripping hazard.

Minor edge chipping can be expected. Avoid the use of heavy equipment or dragging heavy items across floor graphic.

REMOVAL

To remove the Floor Graphic decal, lift one edge and pull with short, quick strokes. If the floor was waxed it is suggested that the application area be waxed after the decal is removed.



Floor Graphics Advertising System

Information Checklist

Product Purchased By: _____

Printer: _____

Product End User: _____

Decal Size: _____

Corner Radius of Decal: _____

Please submit one finished piece to:

Protac, Inc.
Attention: Special Project Manager
1630 – 99th Lane NE
Blaine, MN 55449-4429

FLOOR GRAPHICS ADVERTISING SYSTEM

Warranty and Limited Remedy

PROTAC MAKES THE FOLLOWING WARRANTY AND LIMITED REMEDY IN LIEU OF ALL OTHER EXPRESS OR IMPLIED WARRANTIES INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE:

PROTAC warrants that the Floor Graphics Advertising System, when constructed, installed, maintained and removed in accordance with PROTAC's written instructions, will for a period of 180 days after installation (I) be suitable and safe for its' intended use as a medium for floor advertising, as determined by industry recognized standards for slip resistance: (II) excepting normal and expected wear, maintain its original brightness, color and image quality: and (III) adhere to **PROTAC** recommended floor surfaces and be removable without damage to the surface. Please refer to **PROTAC's** Technical Bulletin for Floor Graphics Advertising System. **PROTAC** will replace or refund the price charged by **PROTAC** for any Floor Graphics Advertising system decal that does not conform to this warranty.

PROTAC OFFERS THIS REMEDY EXCLUSIVELY AND IS NOT LIABLE FOR ANY INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF THE USE OR THE INABILITY TO USE THE FLOOR GRAPHICS ADVERTISING SYSTEM AS GOVERNED BY THE LAWS OF THE STATE OF MINNESOTA.