Installation: Exact Cut Graphic

OVERVIEW

Exact cut graphics are individually cut lettering or design elements that can be applied to your surface, and not have a background shape. This graphic type requires transfer tape (or sometimes referred to as pre-mask) to be used to position and apply to surface. Then once graphics have been adhered to the surface transfer tape is removed. Only leaving the graphics on your surface.

ITEMS OR TERMS

- **Transfer Tape or Pre-mask:** This will be applied to your graphics before we ship. In some cases, there may be slight bubbling or tunneling from the liner. This will not affect the overall appearance once installed on surface. Since the graphics are being held by the pre-mask and not the liner. This is caused by the graphic being rolled up during shipment. It also comes in two types clear and paper.
- **Squeegee:** This is sometimes included for very large installations. It will be used to apply the transfer tape and graphics to the surface. If you do not have a squeegee a credit card, straight edge, finger nails or hands can be used to apply. If you are using a credit card sometimes a soft cloth is useful to wrap the card, and to prevent any damage to graphics or surface.
- **Liner:** This is the backing liner or release liner that the adhesive side of the graphics is shipped on.

INSTALLATION

Preparation
It is always recommended to wipe your surface with a soft cloth (walls) or clean surfaces such as windows, floors, and vehicles to remove any dust before installation. Do not use harsh cleaning agents. This may affect the bond between graphics and surface. If your surface has been recently painted or cleaned with cleaning solutions. Please allow some time to dry before attempting install.

Tools Necessary

- **Squeegee, finger nails or credit card**
- **Masking Tape**
- **Scissors**
- **Measuring Tape (optional)**

SMALL GRAPHIC INSTALL

1. Take and mark with pencil or tape (recommended) any measurements needed to center or position you graphic on surface for desired placement.
2. Remove graphics and transfer tape from liner.
3. Position on surface and apply.
4. Use squeegee, credit card, or finger nails to apply pressure to graphics to fully adhere to surface.
5. Peel transfer tape from surface at a sharp angle.
6. Once applied if you notice any graphics not fully adhered to surface, gently used credit card or squeegee (with soft cloth over it) to firmly apply pressure to graphics.

LARGE GRAPHIC INSTALL (Hinge Method)

We recommend having 2-3 people assisting for larger installs.

1. Take and mark with pencil or tape (recommended) any measurements needed to center or position you graphic on surface for desired placement.
2. Apply masking tape to the front side of transfer tape at the corners.
3. Apply long vertical or horizontal (depending on graphic shape) masking tape strip to act as our hinge when applying graphic. Allow 6"-12" to extend past the transfer tape.
4. Position the graphics (still all together) on surface, and secure in position with masking tape from the hinge, and corners.
5. Once positioned has been established. We will now apply once side of the graphic.
6. Remove masking tape from one one side, and pull away from wall to remove liner.
7. Once liner has been pulled from graphics (leaving graphics adhered to transfer tape), then use scissors to cut the liner off near the hinge.
8. Begin to apply the transfer tape and graphics to the wall with squeegee, hands, or credit card.
9. When applying use a sweeping pattern.
   - If you are applying entire graphic from left to right (hinge vertically in center). Your sweeping pattern would be from top to bottom.
   - If you are applying main graphic from top to bottom (hinge horizontally in center). Your sweeping pattern would be from left to right.
10. Slowly apply the graphic in small increments until you reach the end of that side.
11. Once first side has been applied you can now remove the hinge masking tape (slowly), and repeat process for other side until graphic has been fully applied.
12. Use squeegee, credit card, or finger nails to apply pressure to graphics to fully adhere to surface.
13. Peel transfer tape from surface at a sharp angle.
14. Once applied if you notice any graphics not fully adhered to surface, gently used credit card or squeegee (with soft cloth over it) to firmly apply pressure to graphics.

FAQ

- **Why are my graphics not sticking to the transfer tape when I'm removing from liner?**
  Some graphics may be very thin or small and have a hard time adhering to the transfer tape. To correctly remove transfer tape and graphics from liner. Turn upside down on a hard surface and apply pressure to the backside of the liner. This will adhere the graphics to the transfer tape.
- **Why are my graphics not staying on my surface when I peel transfer tape?**
  This could be caused by not enough pressure being applied. If you notice decals still sticking to transfer tape. Simply, apply pressure to that area of the graphics and peel back transfer tape until graphics have been applied.