

Avery Dennison Instructional Bulletin 1.18

Application and Maintenance of Avery® Floor Graphics

Due to the unique nature of Floor Marking Systems, particular attention needs to be paid to the application surface, how the finished graphic is applied to the floor, and maintenance of the floor graphic.

NOTE: Failure to follow the guidelines set forth by this Instructional Bulletin may void parts or all of the Avery Floor Marking Warranty.

Application of Floor Graphics

Placement of the Graphic

- For safety, and to maintain the integrity of the graphic, it is important to place the graphic in a moderate traffic area, away from main doorways.
- As with any floor surface, the Floor Marking graphic will become slippery when wet. As a result, it is better to keep the graphic away from areas where it can become wet from rain or snow. If applied in a warehouse setting, fork lifts and tow motors can compromise the integrity of the graphic. The Avery Floor Marking system is suitable for use in warehouses provided the graphic is not applied to high traffic areas or heavy equipment.
- The floor surface to which the graphic is applied should be well secured, level, and free from cracks, chips, and missing and/or loose tiles or grout. The floor surface should also be free of silicone, as the presence of silicone will inhibit adhesion of the graphic to the floor surface.

Preparation of the Floor Surface

NOTE: For additional substrate preparation, please see Instructional Bulletin 1.01.

- Once the location of the graphic has been determined, it is necessary to prepare the surface for application of the graphic. Proper preparation of the floor surface is critical to the durability of the product. The application surface needs to be clean, smooth, and dry.
- Remove dirt and grime with a commercial detergent solution and water. Make sure that the surface is thoroughly cleaned and that no residue remains. It is important to clean not only the area to which the graphic will be applied, but also 8-10 inches larger (20 - 25 cm) than the Avery Floor Marking Graphic on all edges.
- NOTE: Detergents that contain enzymes and soaps should not be used.
- Wipe the floor dry with a lint-free paper towel. NOTE: Do not allow cleaning solution to air dry.
- If any grease or oil remains, saturate a lint-free paper towel with isopropyl alcohol (IPA) and thoroughly wipe the application area. Immediately following, use a dry lint-free paper towel to dry the IPA. NOTE: It is important that the alcohol be wiped dry so as not to leave a residue.
- Prior to installation of the Avery Floor Marking System, read and follow all manufacturers' instructions relevant to the chemical preparation of the floor surface. The labels and Material Safety Data Sheets (MSDS) should be read before using any cleaning solution. Be sure to follow all manufacturers' guidelines when using floor cleaning equipment.

Application of the Avery Floor Markings Graphic

NOTE: For additional application instructions please refer to Instructional Bulletin 1.4.

- Locate the exact position on the floor where the graphic will be located. Make sure that edges of the graphic are not along a tile edge, grout, or floor joint. See Figures 1 and 2.

Figure 1.

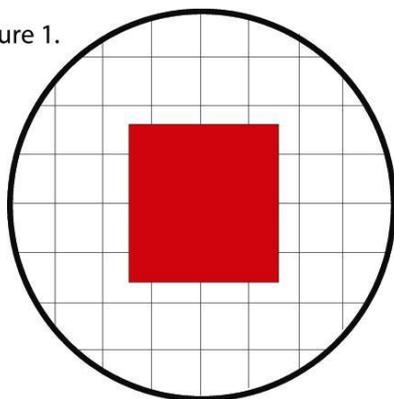
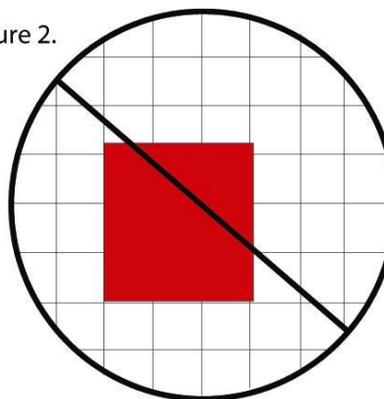
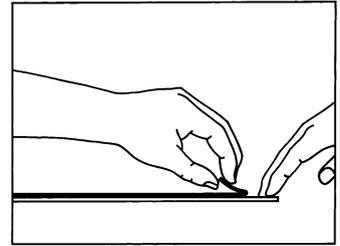


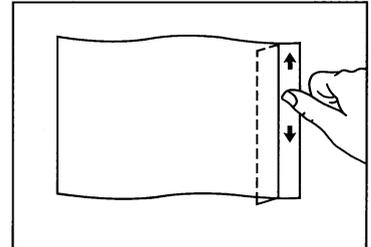
Figure 2.



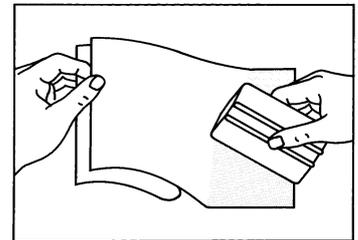
- Place the decal upside down on a flat surface. Remove the liner along one edge for 2-3cm and fold it backwards as shown in the drawing. The result is an edge of 2-3cm exposed adhesive.



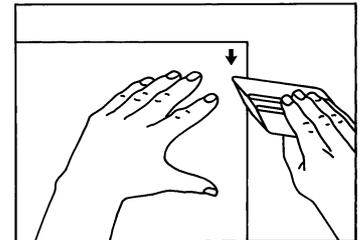
- Position the decal that is still covered with liner on the application surface. Once it is in the right position, the exposed edge is pressed to the surface, starting at the middle of the edge, working you way up and down. Do not allow pleats or bubbles to form.



- Lift the decal slightly and remove 15 to 20cm of the liner (or more if you feel experienced enough). Keep the decal close to the application surface and start to apply it with overlapping squeegee strokes, beginning at the middle of the already applied edge. Proceed with this application until the entire decal is applied.



- Check if all edges have been applied properly and re-squeegee them. Bubbles can be punched with a air release tool and the air can be removed by pushing it through the hole, starting at the edges of the bubble.



- Note: Rounded corners on the graphic will help prevent pre-mature lifting of the graphic due to tampering and scuffing. Should square corners start to lift, they can be removed to prevent further damage to the image.
- After applying the graphic, it is recommended that the image not be walked on for at least 8 hours. This time allows the adhesive to anchor to the floor, minimizing pre-mature lifting of the corners.
- If applied to a waxed or treated surface, it is recommended that the surface of the floor graphic also be treated no sooner that 24 hours after application. In the case of commercial wood flooring that is either polyurethane coated or acrylic impregnated, it is not necessary to treat the floor graphic. This treatment recommendation is primarily for vinyl composition tile or vinyl inlay tile that is treated with “no-wax” floor polish.

Maintenance of Floor Graphics

- The Avery Floor Markings System has been designed to withstand daily cleaning with mild soapy water.
- Commercial buffers can also be used, but it is recommended that 4-5 coats of the floor polish be manually applied to the graphic the first time before using a buffer. It is also recommended that the graphic not be cleaned in any capacity within the first 24 hours. After the initial treatment of the graphic, treat the graphic as if it were part of the floor.
- For the best performance, it is recommended that water not dwell around the image and that the image not be exposed to oils and solvents for extended periods of time.
- Scuffmarks on the graphic can be removed using soap and water, citrus cleaner, and, as a last resort, a scratch free cleaning pad.

Removal of the Graphic

NOTE: For additional removal instructions, please refer to Instructional Bulletin 1.07.

- When removing the graphic, start at one of the corners and gently pull the graphic toward you at a 90° angle. It may be necessary to use a putty knife to start the removal process. The graphic should remove cleanly. In the event that there is some adhesive residue on the edge of the graphic, the adhesive can be removed by gently scraping with the putty knife or using a Avery Adhesive Remover, alternatively a citrus cleaner may be used. Dirty contour edges may also be evident after removal of the graphic; however, normal cleaning of the floor will remove these.
- Depending on where the graphic was placed, the area under graphic may appear darker or discolored compared to the surrounding area. The Avery Floor Markings System offers some UV protection to the floor underneath, as a result, the surrounding floor may fade to due to light sources, but the floor under the graphic will be protected.
- After the 6-month time frame, it may appear that there is no damage to the graphic and it does not need to be removed.

NOTE: If the graphic is removed after the specified warranted time period, Avery will not be liable for any damage to the floor or any personal injuries incurred.

Professional Application Services

- The above information provides basic information on how to apply pressure-sensitive graphics. The instructions are designed to help ensure success across a broad range of applications. Depending on the size and complexity of applications, a certain amount of expertise is needed.
- Professional applicators can be hired to ensure proper application of finished graphics. When mounting graphics in remote geographic areas, professional applicators can offer the added benefit of local service. Consider hiring a professional whenever the application requires:
 - multiple panels to be registered
 - differing floor types
 - remote geographic locations

Warranty and Limited Remedy

****IMPORTANT: The above information is provided as a guide only.***

This instructional bulletin describes a technique. The information contained herein is believed to be reliable, but Avery Dennison makes no warranties, express or implied, including but not limited to any implied warranty of merchantability or fitness for a particular purpose. To the extent allowed by law, Avery Dennison shall not be liable for any loss or damages, whether direct, indirect, special, incidental or consequential, in any way related to the technique of making a graphic regardless of the legal theory asserted.

For ICS Warranty coverage an application is to be forwarded to Avery on a case-by-case basis for evaluation.

The above information provides basic information on how to apply pressure-sensitive graphics. The instructions are designed to help ensure success across a broad range of applications. Depending on the size and complexity of applications, a certain amount of expertise is needed.

For further information, contact your local Avery Graphics representative.