

GF is a market leader for POP (Point of Purchase) Media in the Graphics Market. POP Graphics are used by retailers in Fast Food, Auto Parts, Clothing & Sporting Goods, Convenience Stores, and a variety of other industries to more effectively promote their products.

These businesses run point of purchase advertising campaigns nationwide on a monthly basis in a myriad number of locations and application conditions. Therefore, your digital print media has to withstand a variety of application and exposure conditions to effectively deliver its message during the promotion period. In some instances, the point of purchase graphic is applied to the exterior surface of windows. In northern climates, decals can be subject to below freezing temperatures, strong winds and snow or ice at the time of application or during the promotion.

Typical pressure sensitive film has a normal minimum application temperature in the range of 40° to 50° F. This is because of two factors: 1. Flexibility of the vinyl film and 2. Initial tack of the adhesive. As temperature falls, flexibility of film decreases and initial tack of the pressure sensitive adhesive decreases. These two factors in combination can lead to failure of the adhesive bond when applied at low temperatures.



There are some application techniques that can be used to apply point of purchase graphics even when the ambient conditions are 20° F and there may be snow in the air. In order to avoid issues with your customers due to improper application in cold weather conditions we recommend the methods below. ****These suggested techniques are used primarily on exterior glass windows.***

WETTING SOLUTION:

- Use anhydrous isopropyl alcohol or Rapid Tac II as the wetting solution. This is a modified wet application.
- Anhydrous isopropyl alcohol can be obtained at most paint supply stores or big box paint departments. Rapid Tac II is available at most sign supply retailers or at rapidtac.com.
- Please avoid use of any application fluid that is water based. Standard window or glass cleaners should not be used.

KEEPING THE GRAPHIC WARM:

- Keep the graphic and supplies as close to room temperature as possible before use.
- If the location for application is closed, we suggest to keep the graphics and supplies in a heat warmed vehicle just before use.
- The closer the graphic is to room temperature the easier it will apply and the quicker the pressure sensitive adhesive will bond to the window.

CLEANING THE SURFACE:

- Use the wetting solution with a clean lint free wiping cloth to clean the window twice to eliminate surface contamination.
- Allow the wetting solution to completely evaporate on the window before decal application.

INSTALLATION TECHNIQUE:

- Apply the graphics using standard installation techniques depending on the graphic size.
- Small graphics can be applied by spraying the backside of the graphic with wetting solution (as recommended above) then placing the graphic on the window in the desired location. A light misting of wetting solution on the face of the graphic will help the squeegee slide over the graphic during application.
- Use a soft squeegee working from the middle to the edges with smooth consistent strokes. Be sure all edges are tight, and all wetting solution is eliminated.
- For large decals apply a uniform mist of wetting solution to the window larger than the area of the graphic.
- Remove about 3 inches of liner from the top of the graphic. Align the top of the graphic in the desired placement on the window. Lightly mist the exterior of the graphic with wetting solution. Use a squeegee to attach the top of the graphic to the window working from the middle to the top and edges.
- Once the top is bonded to the window remove about 12 inches of liner from the graphic by pulling the liner down. Keep that section of decal slightly off the window then use the squeegee to apply the decal to the window from the middle to the edges.
- Squeegee out all application fluid to the edges. Once that section is completely bonded to the window repeat with the next 12-inch section of graphic. Work in 12-inch sections of the graphic until the total graphic is applied.



CHECKING APPLIED GRAPHIC:

- Once the entire graphic is applied look for any air bubbles. Sometimes an air bubble is more obvious on the backside of the decal than the front side. Use the squeegee to push the air bubble to the nearest edge.
- Double check all edges and be sure all wetting agent has been removed.
- Clean all wetting solution from the window using a clean dry cloth. Re-squeegee the entire graphic to assure adhesive contact with the window.
- At this point a very slight amount of heat can be applied to the graphic to accelerate bond to the window. Be very cautious when using heat on a cold window. Do not saturate the graphic/window with heat. That could induce window breakage. Very slight amount of heat with squeegee pressure will accelerate adhesive bond to the window.

OTHER ITEMS TO CONSIDER:

- Be sure to have the correct tools required to safely apply decals under these conditions. These wetting solutions are flammable and should only be used in exterior applications.
- If the temperature is below freezing be aware of slippery conditions caused by ice and snow. Be safe when applying decals under these conditions.

GF offers a wide variety of solutions for P.O.P applications. These products include both permanent and removable adhesives depending on your application requirements. Please see the below link to help you quickly choose the products that best suit your application.

<http://www.generalformulations.com/Products/Digital-Media/Print-Film>

If you have more questions or would like to speak with an application expert, please contact your General Formulations Customer Service Representative at 1 (800) 253-3664