

TRAFFIC GRAFFIC®

Floor Advertising System

Application Procedures

Traffic Graffice® Floor Advertising decals must be applied to clean floors in good condition. This system was developed for commercial tile floors but may be used on sealed concrete, sealed wood and ceramic tile. Application substrate must be firmly attached to subfloor.

Application to Floors

Decal should be applied by trained personnel using these procedures:

1. Floor temperature range 40° F - 90° F.
2. Floor must be cleaned with commercial cleaning products. Rinse application area with clean water 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.
3. 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 the floor during removal. Do not apply to uneven tile as this will result in accelerated wear of the graphic.
4. 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.
5. If the decal is large, the wet method of application may be used. Remove liner from backside of decal. Spray clean water on the adhesive. Position the decal on the clean floor and squeegee the water from the center to the edges to avoid trapping air. Make sure all edges and corners are firmly attached.
6. Do not scrub or polish for at least 12 hours.
7. If multiple panels are used, butt all edges. Do not overlap seams.

Maintenance

Traffic Graffice® Floor Advertising System may be cleaned and maintained using normal commercial procedures and equipment. In order to maintain the longevity of the decal, please keep in mind the following.

- 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 Traffic Graffice® decals start at one edge of the decal. If wax is accumulated around the edge a putty knife may be required to lift the decal's edge.

Once an edge is loose from the floor, pull back on the decal using a smooth consistent force. Large decals may have to be removed in pieces. When pulling back the decal, use a knife to slit an edge. When pulling, the slit will continue to tear allowing removal in smaller pieces. When one piece is removed, start the second section of the decal as done before with the first piece.

- Decal removal may remove some of the wax on tile floors. Clean and re-wax that area.