

Static cling vinyl is an excellent solution for short to medium term graphics. Typical substrates used in the application of static cling graphics are glass, smooth metal, smooth plastics, and certain smooth painted surfaces. Use caution when applying static cling graphics to clear coat/base coat paint systems. Application to a clear coat over an extended period of time may result in a dark ghost image of the graphic to the clear coat after removal of the graphic. Test thoroughly before using Static Cling in a commercial application that has a clear coat/base coat paint system.

Also, be aware of window tint that may be present on the window, as it can become brittle or chalky over time and could be problematic when affixing the Static Cling to this type of surface. Overall performance of a static cling graphic depends upon its application. The following tips will help with static cling applications.

#### **TEMPERATURE:**

The application surface and accompanying ambient environment should be 40°F or above for best results.

#### **CLEANLINESS:**

A clean substrate or application surface is the key to a successful static cling graphic application. In all cases, the surface must be clean and free of any dirt, grease, oil, wax, dust, gum or foreign matter. Household commercial cleansers or cleaning solvents can be used to remove contaminants from the application surface. After using these types of chemicals the surface should be rinsed with clean, warm water and dried with a clean lint free soft cloth.

- Some metal and painted metal surfaces may require preparation by pre-wiping with solvents. Consult the manufacturers' specifications for recommended cleaning solvents.
- Many plastics and molded plastic pieces contain release agents that can affect the bond of static cling graphics. Solvents such as mineral spirits or isopropyl alcohol are used for pre-wiping plastics. Check with the plastic manufacturer for their solvent recommendation.

### **APPLICATION METHODS**

#### **GENERAL PURPOSE INTERIOR:**

##### **Dry Application – Decals 12"x12" or smaller**

Application materials needed:

- Squeegee
- Rubber roller
- Felt edged/soft edged squeegee
- Proper cleaning supplies
- Clean lint free cloth
- Pin or needle
- Masking tape

1. Clean and dry the application surface.
2. Mark the desired decal position. Masking tape can be used to mark the edge of the static cling graphic.

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3. Align and apply decal by starting at the top of the graphic. To assist positioning, fold down the first inch of the release liner at the top of the decal.
  4. Once the graphic is aligned properly, gradually remove remaining release liner and work it with the soft edged squeegee, or roller from the middle to the edges as you go. *If the squeegee is hard plastic, it may scratch the graphic.* A felt edged squeegee is best, but at a minimum use a strip of masking tape on the edge will help reducing scratching the graphic.
  5. If alignment is incorrect, pick up the entire graphic and re-apply.
  6. If air bubbles or creases occur during application, start the application over and re-apply with squeegee or roller. (Do not try to slide a static cling graphic, as you may stretch it).

### **Wet Application – Decals over 12"x12" or smaller decals of special die cut shapes**

Application materials needed:

- Squeegee or Felt edged squeegee (wetable is preferred)
- Rubber roller
- Proper cleaning supplies
- Clean lint free cloth, Paper towels
- Pin or needle
- Sponge, Spray bottle
- Masking tape
- Straight edge, Sharp razor blade
- Utility knife
- Wetting solution\*

1. Clean and dry the application surface.
2. Put marks at the desired decal location.
3. Spray or use a sponge to wet application surface with a wetting solution. This will allow for accurate positioning of the decal.
4. Remove release liner from the decal. If the decal is large, place the decal face down on a flat surface to remove liner. Spray or sponge the wetting solution onto the decal.
5. Position decal onto the moistened surface. Carefully use a soft squeegee, or roller to remove excess moisture and air bubbles. If the squeegee is hard plastic, it may scratch the graphics. A strip of masking tape on the edge of a hard squeegee will help reducing scratching the graphics. Work from the center of the decal to the outside edges using steady but not excessive pressure. Squeegee slides easier if you moisten the decal surface first.
6. Carefully wipe the newly applied decal to remove residual moisture so that the decal is dry. If using a paper towel, blot up the wetting solution.
7. If air bubbles occur, puncture with pin or needle and smooth down with squeegee.

### **\*TYPES OF APPLICATION SOLUTIONS:**

- **Soap & Water mixture:** Although an accepted practice, you should take caution when using dish washing soap. It may be economical, but dish soap has detergents and are not designed to be used with vinyl media. There may be soap surfactants that will interfere with adhesion and too many soapy bubbles can be difficult to squeegee out of an applied decal as well.

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- **Application Fluids (preferred method)**

- **Marabu Action Tac** – Works as a cleaner and application fluid. Works on all vinyl grades.
- **Marabu Window Juice** – Surface must be clean before use.
- **Marabu Splash** – Surface must be clean before use. Mix with water.
- **Rapid Tac** – Cleans the surfaces as well as allowing the film to “float” until it is properly positioned.
- **Rapid Tac II** – Works great for glass applications and colder applications 20° F to 140° F.

The key is not to use too much application fluid. Less is more. The more fluid you use, the more fluid you will have to squeegee out, which can be labor intensive and hard to do. Fluid removal will ensure maximum bond.

### **FULL COVERAGE APPLICATIONS**

Graphics that simulate stained glass or privacy films are usually applied to the entire window surface. In these applications measure the length and width of the window. Cut the static cling graphic ½ to 1” larger than the window. Use the wet application procedure then use the straight edge and utility knife to trim the graphic to the edge of the glass. Do not allow the graphic to overlap the frame of the window. Be sure all edges are tight to the glass.

### **EXTERIOR APPLICATIONS**

Static Cling media (white & clear) is intended for installation on exterior windows.

Use General Formulations *Cold Temperature Decal Application* procedure as the installation guide. This procedure is found under technical tips on General Formulations’ website: [www.generalformulations.com](http://www.generalformulations.com). Be sure the glass is as clean as possible. Use the wetting solutions recommended in the *Cold Temperature Application* guide (listed above as well). In addition, temperature is critical for the static clings ability to bond to window glass. If the temperature is between 30° and 50° F., try to schedule exterior application during the warmest time of the day. Be sure all edges are tight to the glass and all wetting solution is removed.

Static cling graphics can be removed easily by picking up an edge and smoothly pulling from the window. If the graphic is to be reused, place the graphic on the liner and use a roller to bond the graphic back to the liner. Store in a cool dry place. When reusing the smooth side, it may need to be cleaned to remove dust and contamination. Use soap and warm water to clean the smooth side of the graphic.

Static cling graphics range in a variety of sizes and shapes. While the primary substrate is glass, other smooth surfaces can be considered. Application techniques are critical for the graphic to work well during its expected life. These procedures will help you achieve consistent static cling graphic bond in most application environments. If you have further questions concerning your specific application requirements, contact your General Formulations’ Customer Service Representative at 800-253-3664.