

Sticker Application

This is only a rough guide, use your initiative and if in doubt, ask an expert to do it for you.

If it's a small sticker then in practice just need to clean the area well, peel it off the backing (making sure the sticker comes off the backing – do it slowly), line it up and stick it down. The glue is pressure sensitive so press down firmly with the card, or a rag, to make it stick well. It reaches maximum adhesion after approximately 48hrs, but you in practice you can use the object you've stuck it to immediately its on, and dry.

1. **Clean the area thoroughly.**

Make sure there is no glue, grease, dust, wax or dirt. The cleaner the area is the better the sticker will stick.

Hint: For best results do not install the sticker in extreme heat or cold.



2. Lay the sticker FACE DOWN on a flat surface, carefully peel the backing away leaving the sticker on the lower layer. Pay close attention at this stage that all the all of the sticker stays on the bottom layer (if any comes up, lay the top layer down again over that part and rub on the back to encourage it to stay on the lower layer) and that the backing comes away from the sticker. Variations in material manufacture means it is possible that some backing could be cut too deeply making it tear off with the sticker. If it does, don't panic; just use a pin or your nail to peel any backing off.

It only happens rarely.



3. Use a credit card or something with a straight edge that's stiff but flexible (and preferably plastic) to press the sticker down making sure all moisture and air bubbles is pushed out from under the sticker. The pressure activates the glue and the sticker should then be stuck down. Try to force any bubbles out to one side. If they won't come out, prick them with a pin and use the card to push it down again. The glue reaches maximum adhesion after approximately 48hrs. If the sticker isn't staying down its due to surface preparation 99.9% of the time. Try leaving it for a few hours, and press it down some more.



4. Remove the clear top layer tape pulling as parallel to the surface as possible.

If the sticker is printed in reverse it is designed to be stuck to the inside of a window for viewing from the outside. If you can read it and it looks normal then its designed to go on the outside.

The materials used are not designed to last forever. Depending on what's been used they will last between 6 months (eg. Holographic, or metallic's) and 7 years (high quality CAST vinyl Avery 700) outside before showing signs of deterioration due to UV and exposure to the elements. However in practice, some last ages, others don't, a lot depends on where it is and how much exposure it gets.

If it goes wrong while applying, immediately stop, take some pictures and email for advice. There is often a fix for a problem. Take your time.

Have fun!

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