

Streetag™ Special Applications and Surface Information

Streetag™ is coated with very tacky adhesive for those installations where rough surfaces (concrete/masonry and tile) or low energy surfaces are encountered. Characteristics of this product which make it unsatisfactory for common applications, such as extreme adhesion are benefits in extreme conditions.

Common applications for this material are printed wall murals, exterior building wraps, super-large format billboards and many applications to plastic surfaces such as polyethylene, polypropylene and styrene.

Even though the adhesive is extremely tacky and will provide adhesion where most others will not there are tips which will further enhance performance.

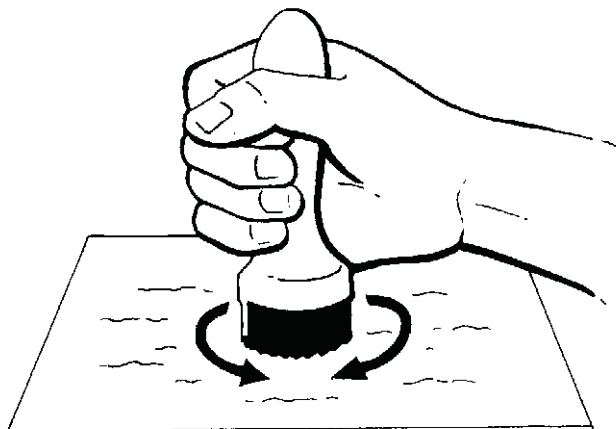
Concrete, Masonry and Tile

- The surface must be entirely dust free.
- The surface must be sealed with a complete coat of paint or concrete sealer and allowed to dry.
- Sealing porous surfaces created three benefits
- Moisture cannot wick to the adhesive surface from within the matrix of the wall.
- Dust due to ablation cannot develop under the vinyl.
- Removal steps are much easier as the adhesive will remove more cleanly and the surface will be cleaned more of residue more easily.
- The surface temperature must be above 50° F
- To assure highest adhesion the graphics will benefit from a final squeegee pass using a soft squeegee or large rivet brush and a heat source to raise the temperature enough to soften the film and allow it to make high contact with surface.

Textured Surfaces:

Certain Cast and Calendered film may be applied to heavily textured surfaces. These include architectural panels, banner material with a dense scrim, and masonry block. For substrates such as masonry block, trouble-free installations begin with good surface preparation. Masonry is porous and absorbs moisture as well as releases dust from its surface, which adversely affect adhesion. To avoid failures the substrate must be sealed. Non-latex masonry paint will generally serve this purpose. As always, before vinyl can be applied to a painted surface, the paint must be completely cured.

Some banner materials are not vinyl receptive and must be primed prior to film application. Commercial primer is available from sign supply distributors. Never clean the banner with a strong solvent such as lacquer thinner to get it to accept vinyl or screenprinting. Strong solvents will draw the plasticizers to the surface, making the prime coat ineffective and potentially contaminating the adhesive.



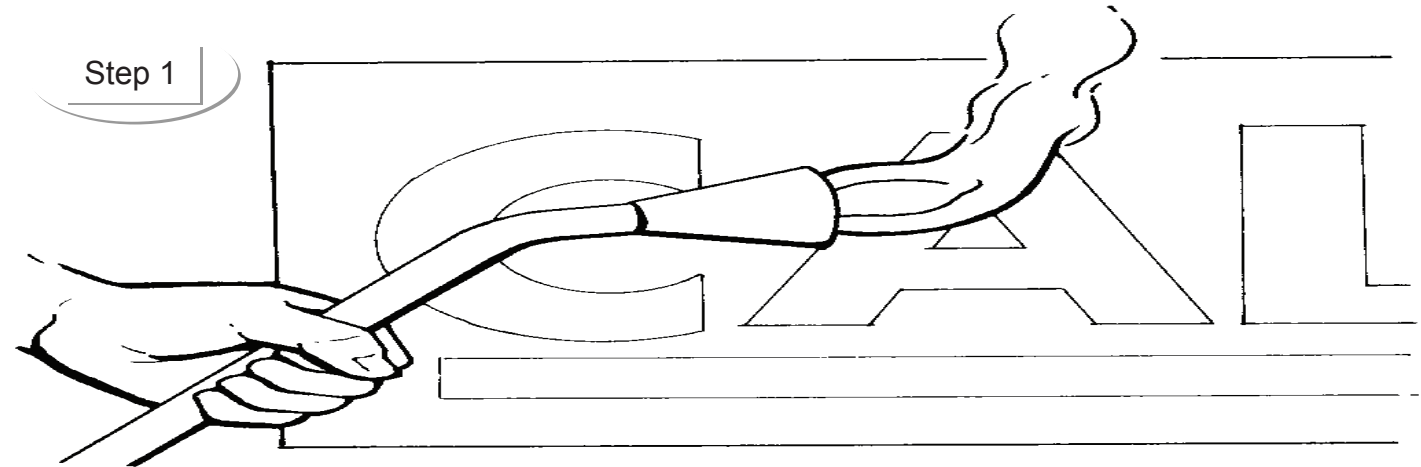
1. Begin the application to a textured surface by first squeegeeing graphics into position.
2. Remove the application tape from the graphic. Starting at one edge of the graphic, heat the vinyl with your heat gun. Burnish the vinyl with a rivet brush, using a circular motion to work the film into the texture. The finished product should look as if the graphic had been painted.
3. To avoid potential lifting and peeling at the edges for masonry applications, seal the edges with a commercial edge sealer.

Streetag™ Removal Information

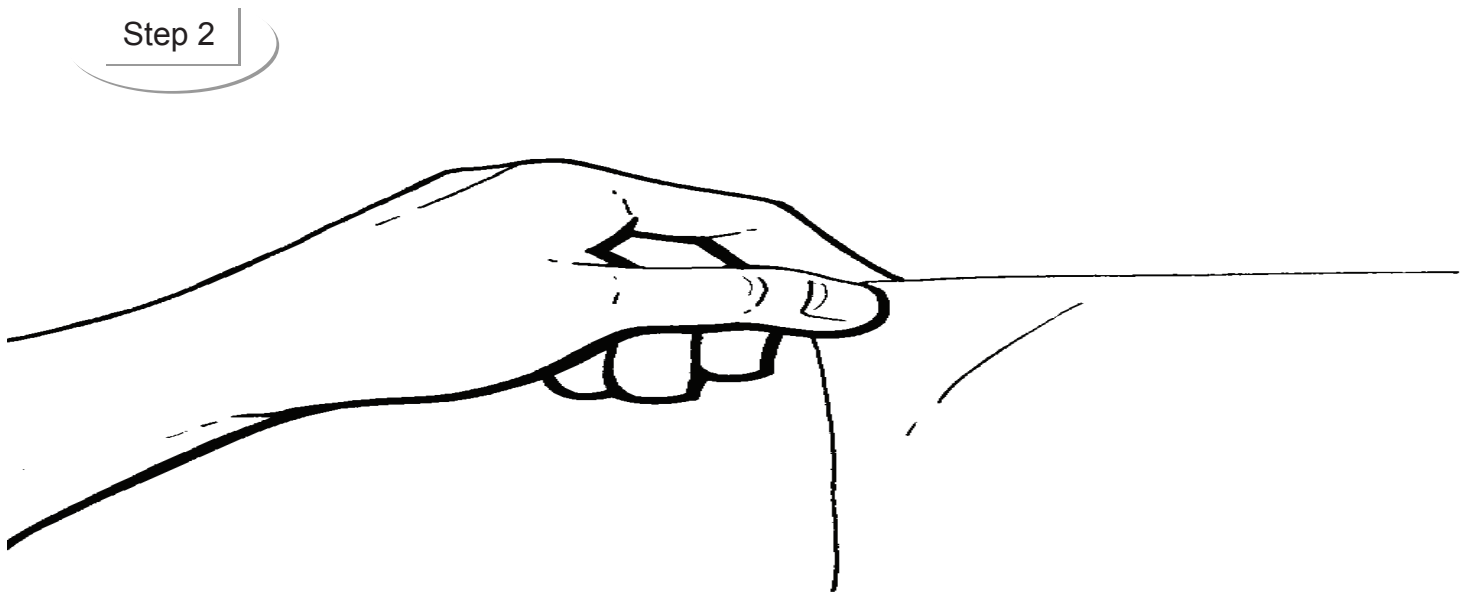
Tools of the Trade:

To soften the film and the adhesive a heat source is needed. A propane torch or an industrial heat gun will suffice for removing small letters and graphics. For removal of full coverage truck graphics, you will need a large torch such as a weed burner, which produces a cooler flame. An assortment of chemicals such as isopropyl alcohol, and solvent or citron-based adhesive removers will also be needed. Before using chemicals, read and follow the manufacturer's safety precautions. For scraping the softened adhesive off the substrate, you will need squeegees. Old rivet brushes are also handy for scrubbing adhesive off rivet heads.

Film Removal:



The first step is to warm up the vinyl with a heat source. A weed burner heats a large area quickly...and the surface stays warm for several minutes. Be sure to keep the flame moving to prevent burning the vinyl or the substrate. This heating process softens both film and adhesive.



Once film is warmed, pick up an edge and pull the film from the vehicle's surface at a 15° angle. If the temperature is just right, the adhesive often will come off with the film in a single operation. If the temperature is too hot, the film will separate from the adhesive.
