



## Hi-Tack Static Cling Vinyl Installation Instructions

Static cling vinyl is an excellent medium for all sorts of window graphics, point of purchase displays, promotional items, decals and many other uses. Properly applied, static cling vinyl will cling tightly and smoothly to almost any smooth, glossy surface. Because there is no adhesive to pick up dust or other contaminants, it can be removed and re-applied almost indefinitely and never leaves an adhesive residue behind.

Despite its name, static cling vinyl doesn't actually use static electricity to cling. In fact, static cling vinyl is more like a large, flat suction cup. The vinyl is highly plasticized to make it very pliable. This pliability enables the vinyl to conform precisely to the surface on which it is applied. The surface must be smooth and glossy so that the vinyl actually seals against the surface. Once this seal is made, a combination of cohesion and air pressure holds the vinyl against the surface. Making sure the vinyl can achieve this seal is critical to a successful installation.

### Installation Steps

1. First and foremost, be sure the surface to which the static cling vinyl will be applied is clean, dust-free and free of any oils or grease. Dirt and other contaminants allow pockets of air that undermine the seal necessary for a good installation. Use of a good glass cleaner is recommended prior to installation.
2. Application of a *light* mist of water to the area to which the static cling vinyl will be applied will aid in positioning the vinyl and in smoothing out any air bubbles that occur during installation.
3. Slowly and gently remove the static cling vinyl from the backing or liner. Take care not to stretch or crease the vinyl.
4. Place the top edge of the vinyl in position and gently smooth from the top edge of the vinyl downward and outward to seal it against the surface and remove air bubbles. To smooth the vinyl we strongly recommend the use of an application roller or similar device. A squeegee may be used but care should be taken not to stretch the vinyl or scratch the image. If the piece to be applied is large it may help to remove only the top third or so of the vinyl from the liner, apply the exposed vinyl and smooth it into place. Then, slowly and carefully peel the backing away and smooth the remaining vinyl into place, lightly misting the area where the vinyl is to be applied. After the whole piece is applied, gently smooth the vinyl down from the top and out to the edges, removing as many air bubbles as practicable. If large bubbles are trapped it may be necessary to lift the vinyl off the surface and re-smooth it from that point rather than trying to force the bubble to the edge, which may stretch or crease the vinyl.
5. If repositioning the piece is necessary, use the edge of a squeegee or other thin, stiff object (a credit card works well) and gently slide it under a corner and gently lift the vinyl, reposition it and smooth it as described above.
6. To remove and re-use a static cling vinyl piece, carefully lift one corner (see step 5 above), gently remove the piece and replace it on the liner. Follow the steps above for re-installation.