

# The Imagemakers Group, Inc.

## Decal Installation Instructions

You will need the following:

squeegee (can use a credit card for a squeegee)  
masking tape  
glass cleaner  
dry paper towels  
measuring tape or ruler.  
Optional: 1-qt spray bottle filled with water and 2 drops of dishwashing liquid.

1. Do not apply any vinyl graphics in direct sunlight. Make sure it is between 55 degrees and 80 degrees F
2. Do not store graphics in direct sunlight – tape will dry out, adhesive will fail.
3. Vehicle must be clean and surface must be wax-free prior to installation. To remove previously applied wax, wash the car in dishwashing liquid or laundry detergent. Failure to take this step may result in the decal not sticking to the vehicle surface. You may wax the car again after the decals are installed.

### DRY APPLICATION vs WET APPLICATION:

Professional installers use the dry application method. Amateurs should use the wet method for easier installation and better final results. Make sure you squeegee VERY HARD and for a VERY LONG TIME before removing the mask from the decal. Remove the mask VERY SLOWLY AT A DIAGONAL. It helps to allow the decals to sit and "dry out" for 15 minutes or so. Wipe away all water to accelerate that process. It is critical that you do not use more than TWO DROPS of dishwashing liquid in the 1 full quart of water.

### CARE AND MAINTENANCE:

Once the decal is installed, to keep it looking new, simply wash it whenever you wash the vehicle. You can apply any normal car wax over the decal once it is applied. Do NOT use a rotating polisher to buff the decal area. You can run the vehicle thru a car wash. Your new decal will last for years. If you are in a cold climate where it snows, be careful when using an ice scraper on any surface where decals are applied.

Please inspect the decals for damage during shipment. We inspect all orders prior to shipment for damage. Any damage incurred during shipping must be reported to us within 24 hours.

### STEP 1 – PREPARING THE DECAL FOR INSTALLATION

To guarantee that the decal will stay on the transfer tape (masking tape) when installing the decal, do this before you install: Take the squeegee, and using the edge at a 45 degree angle, and rub it firmly over the whole surface of the face of the decal. Position the decal with two small pieces of masking tape (one on each upper corner of the decal) holding the decal to the vehicle surface. With a tape measure, ruler, or yard stick, align the decal with the window or body section. NOTE: Many cars are built like a "wedge" – if you are installing a long line of text, you may want to carefully analyze the angles that your car window and body make. Once the decal is positioned on the vehicle, stand back and look at the decal. Adjust as necessary. Apply a long piece of masking tape along the top of the decal with approximately half of the tape on the decal and half on the vehicle or window surface. This will make a large hinged 'flap'. The hinged flap will make installation much easier. With long text lines you can cut the decal in half (up and down between the lettering) once it has been taped to create two flaps for even easier installation with shorter pieces. With very long decals, you can create several smaller sections out of the one large flap by cutting vertically up the decal using a pair of scissors, but be sure not to cut into the actual vinyl portion of the graphic. CUT BETWEEN SEPARATE LETTERS, WORDS, OR ELEMENTS.

### STEP 2 – APPLYING THE DECAL

Raise the hinged 'flap', lay it against the surface of the window or vehicle, upside down, and use your spray bottle with water and a couple drops of dishwashing liquid to thoroughly spray the surface area where the decal will be installed. Set the bottle aside, hold the squeegee in your teeth, while you begin DIAGONALLY from the upper left corner to peel the waxy backing sheet off of the bottom of the decal (exposing the sticky side of the decal). DO NOT ALLOW THE STICKY PART OF THE DECAL TO TOUCH THE VEHICLE SURFACE UNTIL YOU HAVE FINISHED PEELING OFF THE BACKING. Then gently flip the decal down, holding the outside two corners, and place the sticky side onto the wet surface. Use your hands to smooth the decal out carefully, working from the center, outwards. Use the squeegee to rub the decal with more pressure into position. For multiple hinged sections, repeat this procedure for each. As you bring each new section down, make sure it aligns with the previous section. When all are done, then go over them several more times with the squeegee. Get a towel or paper cloths to dry up the water that has been squeezed out, and squeegee some more. There is no such thing as squeegeeing too much!!

### STEP 3 – FINISHING THE INSTALLATION

The masking (or transfer) tape covering has a light adhesive backing. Remove it within 15 minutes after the decal is installed. Finish removing the transfer tape covering, peeling from one side to the other – SLOWLY and at a DIAGONAL ANGLE. Any small bubbles can be removed using a small pin. Take the pin and poke a small hole in the vinyl at the source of the bubble. Then with the squeegee, push the remaining air out of the bubble. If there are tiny bubbles, they will disappear on their own in a few weeks.

Your new vinyl decal is now installed!



**Step 1. Tape the decal onto the surface as shown, use a strip of masking tape to create a hinge across the top. Now use your squeegee to squeegee the decal firmly over the entire surface. This will secure the "sandwich" which is application tape-decal-backing. At this point, nothing will stick to anything, except your hinge.**

**Step 2. Flip up the decal, using the hinge, so the backing is exposed. Peel the backing off carefully, at a diagonal. The backing is that clear plastic film, slippery, shiny, on the back of the decal. Try not to touch the adhesive surfaces of the decal - you can use a finger to hold the application tape steady as you peel off the backing.**

**WET APPLICATION: SPRAY SURFACE OF VEHICLE BEFORE STEP 3.**

**Step 3. Flip the decal back onto the surface, holding the application tape to hold the decal into position. Carefully smooth the decal onto the surface THRU THE APPLICATION tape, by hand. When it is smoothly against the surface, then use your SQUEEGEE to SQUEEGEE FIRMLY over and over and over again, thru the application tape. The adhesive on the decal is STRONGER than the adhesive on the application tape. You want to make sure the adhesive on the decal is totally firmly squeegeed onto the surface .**

**IF YOU USED THE WET METHOD, SQUEEGEE LOTS MORE TIMES TO REMOVE ALL WATER FROM UNDER THE GRAPHICS.**

**Step 5. Peel away the application tape, at a diagonal. The decal should remain on the surface below, since it has a much stronger adhesive than the application tape has. If the decal starts to lift, either (a) you did not squeegee hard enough, or (b) the temperature is below 50 degrees (too cold to apply decals).**