



peel.
place.
presto!

APPLICATION INSTRUCTIONS

OPEN. PEEL. PLACE. SMOOTH. PRESTO!

Application is easy, but we want to make sure you do it right.

FIRST STEP

OPEN YOUR PACKAGE AND FLATTEN OUT YOUR BRAND GRAPHITI SHEET.

Take the BRAND GRAPHITI™ sheet out of its container. Let it lie flat for at least 30 minutes so it can acclimate to the room's temperature.

What you'll need:

- Clean, damp cloth (no chemicals)
- Clean, flat surface
- Two or four hands

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SECOND STEP

DECIDE WHERE YOU WANT TO PLACE IT.

BRAND GRAPHITI peel-and-place vinyl graphics work best on any clean, flat, smooth interior surface. For the most ideal application, please read the reverse side of this sheet. You may want to make erasable pencil marks to ensure the right placement before you move to the next step.

THIRD STEP

CLEAN THE SURFACE FIRST.

Definitely take some time to clean the surface where your BRAND GRAPHITI graphic will live before you start applying it. We recommend using a warm, damp, lint-free cloth only. Using chemicals or soap to clean the surface may compromise the low-tack adhesive. Once the surface is clean and dry, you're ready to roll.



FOURTH STEP

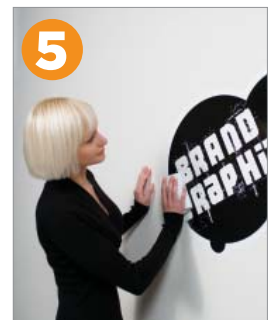
CAREFULLY PEEL AWAY FROM THE BACKING.

Depending on the size of your BRAND GRAPHITI graphic, you may need two or four hands to apply. Carefully peel your flattened decal from the backing, starting from the top and pulling gently downward, until it is completely removed.

FIFTH STEP

PLACE, SMOOTH AND PRESTO!

Place it on the wall, positioning top to bottom, working out air pockets along the way. Starting from the middle, use a clean, soft cloth to smooth your BRAND GRAPHITI graphic onto the surface. You can reposition your graphic until it is perfect. Once in final position, make sure you smooth out any wrinkles or bubbles. Use even pressure, rubbing firmly from the center out to the edges. Lastly, rub firmly around the edges to remove puckers or gaps. If you have multiple BRAND GRAPHITI graphics on your sheet, simply use the same procedure. Stand back and presto!



SAVE THE BACKING

Now that your BRAND GRAPHITI graphic is in the desired location, remove the excess vinyl portion of the sheet from the backing. Save this backing so that if you decide to remove your BRAND GRAPHITI graphic, you can re-stick it to the backing. Roll it up and store for later use.

BRAND GRAPHITI GRAPHICS WILL ADHERE WELL ON THE PROPER SURFACES

WORKS GREAT ON: _____

- Smooth, non-textured, matte-painted drywall
- Smooth, non-textured, gloss-painted drywall
- Other smooth, non-textured, non-porous surfaces such as glass or metal

APPLIES WELL TO: _____

- Any smooth, non-textured wallpaper
- Flat, smooth, finished wood surfaces such as paneling or doors

DO **NOT** USE BRAND GRAPHITI ON: _____

- Textured wallpaper
- Textured walls (roughly painted, stucco or spackled)
- Cracked and/or peeling paint
- Unpainted drywall
- Loose wallpaper or wall surfaces that have not been properly primed and painted
- Brick, cinder block or wood paneling
- Surfaces where a HVAC vent will blow directly on the BRAND GRAPHITI
- Outdoor wall surfaces
- Vehicles
- Any surface that is rough, uneven or porous

BRAND GRAPHITI graphics are designed for interior use only. If you use them on surfaces that are not recommended, be aware that such application may not be the best use of the graphic and may cause damage to the surface, as well as shorten the useful life of the product. Extreme heat, cold or damp conditions may affect the ability of BRAND GRAPHITI graphics to perform as designed. Some interior paint and wallpapers are purposely enhanced with non-stick properties – BRAND GRAPHITI graphics may not stick to these surfaces. BRAND GRAPHITI is not liable for damage caused if the product is not applied and/or used as intended and outlined in this Application Instructions sheet.



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