

"Detailed instructions for wall lettering"

Everything you'll need for application:

We Provide

1. Lettering
2. Wooden Applicator
3. Printed "Detailed Instructions"

You Provide

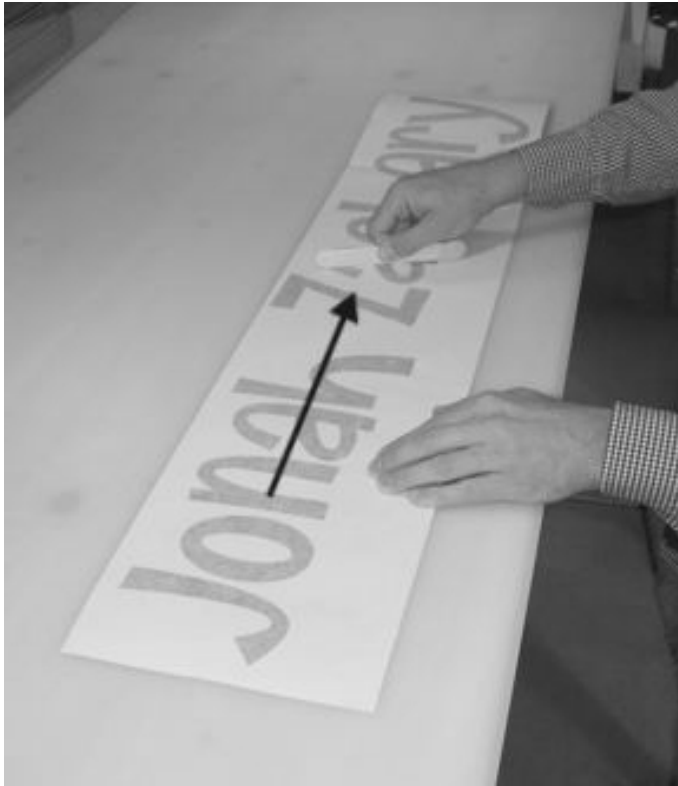
1. Masking Tape
2. Straightedge or level
3. Pencil/eraser
4. Scissors

"The 5 Quick Steps"

1. Create a reference line and hang lettering strip.
2. Flip lettering up and remove backing paper.
3. Flip lettering back down and press lettering to the wall.
4. Remove transfer tape leaving lettering in place.
5. Step back and enjoy!

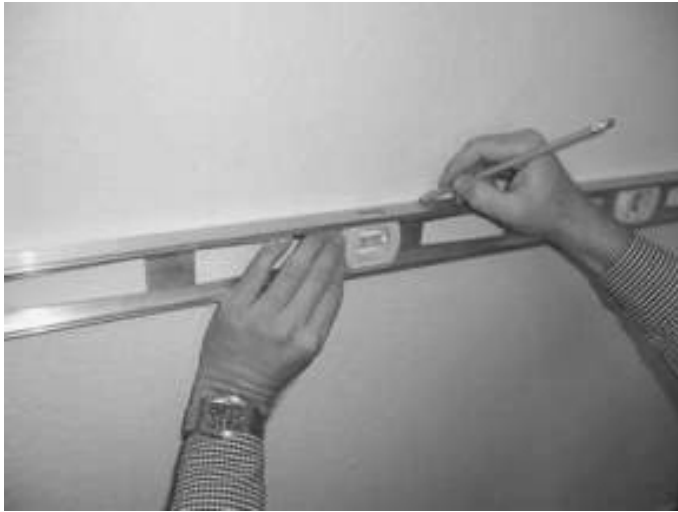


(1) When your lettering arrives and you remove it from the box, you'll notice it comes in a single horizontal strip rolled up (pictured). You will also receive a wooden applicator (pictured), and a printed copy of these Detailed Instructions you're about to read (not pictured).



(2) For ease of application this step is important! With the lettering on a smooth surface (facing up & readable) take the included wooden applicator and with an edge rub it with moderate force across the lettering several times. When you're done working horizontally, rub the lettering top to bottom as well. You can't do this too much!

Hint: Your lettering strip is made up of 3 layers. The top semi-transparent layer (called the "transfer tape") must be securely adhered to the lettering underneath (middle layer) to easily remove the lettering from the stiff, waxy feeling, white backing paper (bottom layer).



(3) Choose a smooth, dry, dust-free, and grease-free location to install your lettering. With a straight-edge of some sort (it could be a level as pictured) and a pencil, make two small reference marks at least 12 inches apart (as the width of your lettering permits). These marks will serve as your "level reference line" and will align with the top edge of your lettering strip. If you don't want to write on your wall, two pieces of tape can be used to mark your reference line as well.



(4) Once you have your "level reference marks", align the **top of the strip** with your reference marks (don't align your reference marks with the bottom of the strip). Use multiple horizontal pieces of tape to create a "hinge" for your lettering (as pictured).

Hint: Careful when erasing your reference marks, too much erasing can leave a shiny spot on your wall.



(5) Gripping the lettering from the bottom, swing the strip up 180 degrees on the masking tape "hinge" you just created. When you're finished the strip should be upside down, flat against the wall with the white waxy backing paper facing you.



(6) Starting from the upper left corner separate the waxy backing paper from the transfer tape/lettering by peeling down and to your right while holding the transfer tape/lettering up with your other hand as pictured.



(7) Once you have completely removed the backing paper, let your lettering swing 180 degrees back down so the adhesive side of the lettering is resting lightly against the wall. Starting at the top side of the strip **in the middle**, press your lettering to the wall top to bottom.



(8) Next, continue passing over the lettering with the wooden applicator top to bottom while angling to the right (follow the direction of the arrows starting in the middle and moving to the right.)



(9) Do the same thing, top to bottom, starting from the middle and angling downward and to the left.



(10) Now take a few moments to go over your lettering while the transfer tape is still in place, pressing it firmly to the wall with your hands and/or application tool.

Hint: The sample lettering pictured is being applied to a lightly textured wall. For walls with light to moderate texture use your hands and fingers *instead of* applicator to press your lettering to the wall. The softer, more pliable surface of your fingers will cause the lettering to better follow and adhere to the contours of the textured wall. For smooth surfaces the wooden applicator is the ideal tool.



(11) Remove the masking tape "hinge" and prepare to remove the transfer tape. Starting on the left (pictured) or right grip the corner of the transfer tape and begin peeling down at roughly a 90 degree angle. Watch carefully as you peel to make sure the letters stay adhered to the wall. If the transfer tape begins to pull a letter off, carefully press the letter and transfer tape back on the wall at that specific point. Apply additional pressure to strengthen the bond between the letter adhesive and the wall. Begin peeling again repeating the re-sticking step if necessary.



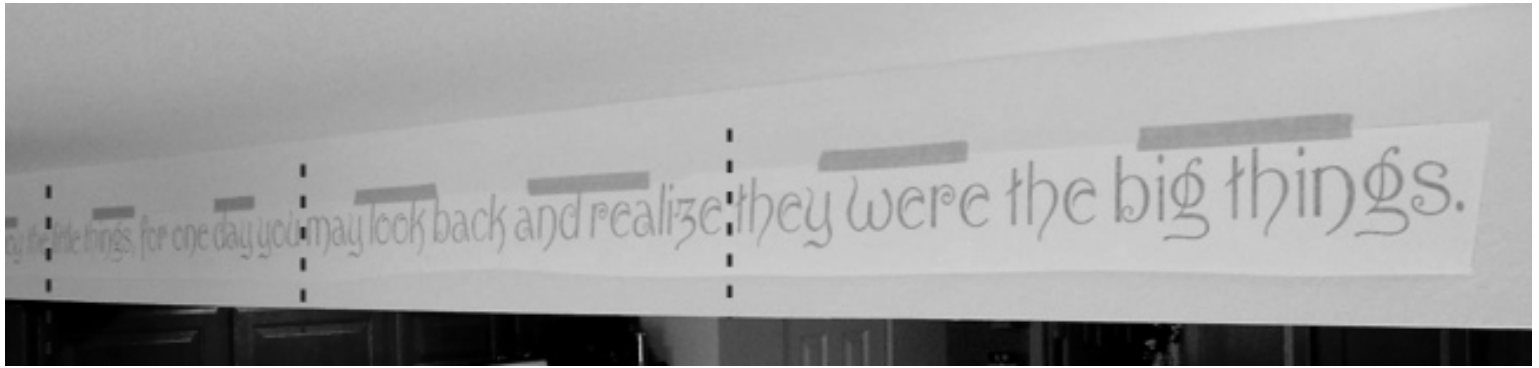
(12) As you removed the transfer tape in the previous step, it may have loosened the adhesion of some of the letters on the wall. Your final task is to lightly tap/press the lettering (particularly the lettering edges) to the wall with your fingers. **Don't slide your fingers as this can cause the lettering to catch on your finger and begin to peel up.** Let your fingers press and jump (not slide) from spot to spot. If you are applying lettering to a smooth surface, it is appropriate in this final step to slide the wooden applicator slowly and with light force across the lettering .

"Segmenting" A Long Lettering Installation

Here we have a lettering strip that is 127 inches (about 10.5 feet) long. Trying to remove the backing from the entire strip at once would be a problem. Segmenting the job is the answer.

After the lettering strip is taped in place with multiple pieces of tape, you can take scissors and cut *between words* at regular intervals (see the dotted lines). Make sure that each segment has at least 2 tape "hinges" to support it. Now you've broken one long job into multiple smaller jobs and you simply need each segment individually.

Hint: It's **very important** that as you remove the backing from each segment you don't pull the tape "hinges" off the wall. Those "hinges" are keeping each segment aligned with it's neighbors. If you pull one off you'll have to hold the segment in place and re-tape it aligning it by eye. This can be challenging, so it's best to use plenty of tape and create various tape "hinges" for each segment to keep them firmly in place. Two pieces per segment is the minimum needed.



Additional Tips:

1. Thoroughly clean your wall, make sure it is free from dust or other residue before application.
2. Allow your lettering to warm to room temperature before attempting to apply.
3. Allow newly painted walls to "cure" for two weeks before applying your vinyl wall lettering.
4. If your lettering gets wet, allow it to completely dry before applying.
5. If you are having trouble with the letters sticking to the clear sticky paper ... try rubbing thoroughly on the edge of each letter.
6. Always start with a corner of the clear sticky application paper and pull slightly sideways at an angle. If a letter is not sticking to the clear tape, just lay the clear tape back down over that letter only and rub the edge. You'll notice that once the edge of the letter sticks the whole letter should pull up easily.
7. You may give the letter edge a little help with a toothpick or small pointed object.
8. Do not lay your clear application tape back down after you pull it up, just keep going until you get the whole way across, you will end up with just the clear tape and the letters sticking to it. Apply that to the wall.
9. You may choose to cut your lettering apart and apply in smaller sections if you wish. Just cut a square around each section. You can even cut apart each letter if you want to get creative in your application.

Wall lettering Removal:

To remove your lettering, grab the corner of each letter with your fingernail, toothpick or a pair of tweezers. Pull off of the wall at a slight angle. If your lettering has been on your wall for a length of time, you may wish to warm up the removable adhesive with a hair dryer to speed up removal.