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INDOOR FLOOR GRAPHIC Application and Removal Instruction Guide

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Applied Media Floor Graphic INDOOR Application and Removal Instruction Guide

General Information:

Applied Media Floor Graphics are quick and easy to apply with a life expectancy of up to 6 months when used in the designed indoor locations and manufacturer’s instructions and recommendations are followed.

This instruction guide is designed to assist the customer and contractor when installing Applied Media Floor Graphics to ensure the best presentation and performance in situ.

The procedures and good practice recommendations should be followed and if a situation arises that is not covered in these notes it is the customers or contractors responsibility to contact the Applied Media technical department for further advice before proceeding with installation.

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Once installed Applied Media Graphics can be immediately opened to pedestrian and / or vehicular traffic.

Uses:

Applied Media Floor Graphics are designed to facilitate durable full colour advertising formats and directional information signs to horizontal indoor and outdoor surfaces that are subject to pedestrian and/or rolling vehicular traffic.
E.g. Motorway Service Areas, Shopping Malls, Internal and external walkways at Airports, Docks, Rail Platforms, Underground Tube Stations, Exhibition Halls and Car parks.

Surfaces:

Applied Media Floor Graphics are suitable for application to most sound asphalt, macadam, concrete, block, flag, terrazzo and tile surfaces.

Surface Condition:

Surface must be clean, dry and free of any contaminants which can include, but not restricted to oil, dirt, debris, grit, sand, water, mud and salt.

Cleaning may consist of sweeping, washing and/or wiping dry dependent upon the type and degree of contaminant.

There are numerous types of horizontal surfaces and it is important that prior to installation of Applied Media that you also check and ensure that the substrate is suitable for accepting the Graphic.

Check mechanical stability of substrate by applying a small sample and then remove to check strength of adhesion in situ and substrate condition.

	<p>Notes:</p> <ul style="list-style-type: none"> ✓ Apply only to sound surfaces, avoiding application on pot holed or ravelling areas. ✓ Ensure block and flagged areas are sound with no loose paving/ tiling. ✓ Ensure indoor tiled areas are sound with no loose tiles or grout. X Avoid applying across utility access points. <p>Should Applied Media graphics be applied to an unsuitable substrate there is a risk of failure during the term of the campaign.</p> <p>If you are unsure of the surface check with Applied Media technical department.</p>
<p>Weather Conditions:</p>	<p>Prevailing conditions and the surface should be completely dry prior to application with an ambient and surface temperature of 5°C and rising.</p>
<p>Application</p>	<p>For graphics larger than half a square metre we suggest that two people perform the application.</p> <ol style="list-style-type: none"> 1. Ensure the surface is suitable, clean and dry. 2. Position graphic as supplied in desired location on a cleaned area and mark each corner with chalk. 3. Turn over the graphic panel and carefully peel back approximately 100mm of the protective blue silicone backing to expose the adhesive coating all along one edge. 4. Carefully place the Graphic in position taking care not to allow the adhesive to touch the surface until it is in its correct installation position. When in position press down the exposed adhesive to the surface firmly by hand. 5. Starting from the adhered edge, slowly remove the remainder of the silicone backing whilst fixing the graphic in place ensuring it is flat and without wrinkles. 6. Cover the graphic with a dust sheet to protect and then slowly compact the graphic by using an Applied Media tamping roller. 7. Always roll in one direction at a time ensuring you do not twist or turn the roller as you could deform the graphic if not fully adhered. 8. Roll in firmly using at least ten (10) passes and ensure all edges are well adhered. 9. If necessary use a tamping tool to tamp around the border and centre of graphic to ensure activation of the pressure sensitive adhesive. 10. After tamping the area can be immediately opened for normal use.

	<p>IMPORTANT.. Large Graphics supplied in more than one piece..</p> <ol style="list-style-type: none"> 11. When joining two sections of the graphic together it is important that the panels are not overlapped. 12. Always 'butt' joints carefully together 13. Due to size should the graphic span a joint and movement is evident it may be necessary to carefully cut the Graphic at the joint to allow for the surface movement without affecting the bond of the graphic. 	
<p>Cleaning:</p>	<p>To maintain the as new appearance of the Applied Media floor graphic we recommend a regular deep clean.</p> <p>A deep clean should be done using clean warm water with a small amount of mild detergent and a Harris deck scrub brush.</p> <p>Simply scrub the graphic using the deck brush and a moderate amount of water containing if necessary a weak mix of mild detergent until all stains, marks and dirt are removed and/or dislodged and then rinse off using the deck brush and clean water.</p> <p>Residual water and debris should then be removed from the graphic using a wet vacuum or squeegee with a polyurethane blade.</p> <p>*Avoid using a cloth or fabric on the slip resistant surface as it may snag leaving a residue. ** How often the floor graphic will need a deep clean to maintain an as new appearance will be determined by its location, trafficking, weather and graphic image design.</p>	
<p>Removal:</p>	<ol style="list-style-type: none"> 1. Place a scraper under one corner of the graphic and loosen a small area. 2. Lift the graphic at a steady and continuous pace maintaining a 90° angle to the floor until the full panel is detached from the surface. DO NOT pull in sharp aggressive movements when lifting the graphic as this may leave adhesive residue. 3. To aid lifting large graphic panels it may be necessary to first of all lift 80 to 100mm of the graphic edge from the surface then cut a 60 to 80mm straight line with a Stanley knife or scissors from this edge into the raised graphic. This starter cut will allow the graphic to tear into manageable strips as you continue to lift from the floor. 4. If the graphic has a particularly strong grab with the substrate use the method in point 3 remembering the thinner the strip, the less grab resistance and the easier to remove. 5. Check floor area for any adhesive residue which can be removed by simply dabbing with the adhesive side of the removed graphic. 	

<p>References</p>	<p>If in any doubt about the suitability of the location or installation method you should refer to the Applied Media technical department</p> <p>Please refer to technical data sheet and material safety data sheet.</p> <p>You should carry out an appropriate risk assessment for your specific installation and site and refer and follow that assessment advice.</p>	
<p>Warranty / Liability</p>	<p>It is warranted that when used under normal conditions and applied following the technical recommendations the graphic will provide an adequate advertising or signage medium. In addition, when applied to a sound and suitable surface the substrate will remain in the same condition following removal of the graphic as it was prior to installation of the graphic.</p> <p>All statements, guides and technical information provided in this document are based on tests we believe to be consistent and reliable.</p> <p>The accuracy and completeness of every situation is not guaranteed.</p> <p>No liability is assumed or any warranty given for products not applied within our available technical guidance and support.</p> <p>Before using, the end user and contractor must determine the suitability of the product for its intended use and the user / contracting installer assumes all risks and liability whatsoever in respect of use.</p>	



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