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OUTDOOR FLOOR GRAPHIC

Application and Removal

Instruction Guide

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Applied Media Floor Graphic OUTDOOR Application and Removal Instruction Guide

General Information:

Applied Media Floor Graphics are quick and easy to apply with a life expectancy of up to 3 months when used in the designed outdoor 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 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:

The surface must be clean, and free of any contaminants which can include, but not restricted to oil, dirt, debris, grit, sand, water, mud and salt.
The surface must be sound.
The surface must be completely dry prior to and during installation.

Notes:

- Can be applied to surfaces maintained with bitumen emulsions and aggregates or thin overlays as long as the surfaces are sound and fully cured. Full cure timescales must be determined by the manufacturer of the bitumen binder.
- New Concrete surfaces must be left for minimum 28 days, be fully cured and must be free of laitance.
- Primer should be used for most external floor surfaces including new and existing Concrete surfaces, polished asphalt and macadam

	<ul style="list-style-type: none"> • Primer must be used when installing media during winter months • Primer can only be used on a porous surface. • Apply only to sound surfaces, avoiding application on pot holed or ravelled areas. • Ensure block and flagged areas are sound with no loose paving. • Avoid applying across joint seams and utility access points. <p>Warning: Should applied media graphics be applied to an unsuitable substrate or in unsuitable conditions there is a risk of adhesive 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>The surface should be completely dry for the 24 hour period prior to installation and remain completely dry during installation with an ambient and surface temperature of 5 °C and rising.</p> <p>Measure ambient temperature and surface moisture conditions with appropriate equipment.</p>
<p>Application</p>	<p>Note.. For graphics larger than half a square metre we recommend that 2 people carry out the installation.</p> <ol style="list-style-type: none"> 1. Ensure the surface is suitable, clean and <u>dry</u>. 2. Position graphic as supplied in desired location on a clean and suitable area and mark all around with chalk. <p><i>Note:</i> If primer is deemed necessary border off the outside of the area with 2" adhesive masking tape. Apply a coating of AM primer at a minimum rate of 0.3 ltr/m² using a brush or roller. Take care to ensure all perimeter edges are treated.</p> <p>Allow the primer to dry which should take approximately 5 to 15 mins @ 20°C ambient temperature and can be checked with a fingertip test (wear protective gloves). The primer is dry when it does not lift and string anymore but still feels tacky.</p> <p>Remove the masking tape border.</p> <ol style="list-style-type: none"> 3. Turn the graphic panel face down and carefully remove approximately a 100mm strip of the protective blue silicon backing to expose the adhesive coating all along one edge. 4. Turn face up and carefully place the Graphic onto the primer and in position (take care not to allow the exposed graphic adhesive edge to touch the floor until it is in its correct installation position). When in position, press down the exposed graphic adhesive to the primed floor 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.

	<ol style="list-style-type: none"> 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 pressure sensitive adhesive. 10. After tamping the area can be immediately opened for normal vehicular and pedestrian use. <p>Note: Large Graphics supplied in more than one section.</p> <ol style="list-style-type: none"> 11. When joining two section 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>Performance monitoring and maintenance:</p>	<p>Under normal use we expect the floor graphic to perform in situ for up to 3 months externally. However, it is important that you regularly check the graphic whilst in situ for signs of wear, damage, contamination or adhesive failure to ensure it continues to provide a safe and legible medium.</p> <p>Upon inspection if your graphic requires cleaning use the method below however if your graphic is showing signs of damage or degradation you must remove it immediately to avoid any safety issues.</p>	
<p>Cleaning:</p>	<p>To maintain the appearance and slip/skid resistance of the Applied Media floor graphic we recommend a regular deep clean.</p> <p>A deep clean should be done using clean warm water and a bristled deck scrub brush. Simply scrub the graphic using the bristled 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. 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.</p> <p>**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 to start your removal. 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 so long as you do it straight away and haven't contaminated the adhesive with dust, grease, water etc.
<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 Please refer to technical data sheet and material safety data sheet. 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 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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