

GF Traffic GraffTM decals are graphics that are applied to floor surfaces. They serve as advertising, way finding graphics, or warnings for customers or employees. A Traffic GraffTM is composed of a print media on which the message or graphic is printed, which is then over laminated with a matching, slip resistant GF laminate. These types of laminates protect the graphic from normal abuse associated with foot and shopping cart traffic. The base film or print media is formulated with a removable adhesive that is ideal for temporary messages associated with a point of purchase Traffic GraffTM. For safety or directional graphics, print media with a permanent adhesive is preferred. General Formulations is a leading supplier of floor graphic print media and laminates to meet any of your requirements.

GENERAL PROCEDURES

No matter your floor substrate, there are some common procedures you must follow to assure the ultimate life span of your floor graphic.

Placement

A Traffic GraffTM should not be placed in the immediate area of an entry or exit. Wet / snowy conditions in these areas will make the graphic slippery and water will effect adhesive bond to the floor when exposed to these elements over long periods of time.

Placing in areas of forklift or pallet jack traffic is not recommended. This type of traffic will abuse the graphic and cause premature failure.

General Traffic GraffTM Properties

Always round corners. Sharp edges or points in the design will lead to edge lift and delamination. Minor edge chipping can be expected during the application period, especially if automated cleaning is used.

If a Traffic GraffTM exhibits any edge lift during the application period, it must be removed and replaced to prevent a tripping hazard.

If multiple panels are used in the graphic, butt all edges. Never overlap an edge.

All Traffic GraffTM graphics require an overlamine to protect the graphic from wear and tear during its application period and to maintain the correct coefficient of friction to be compliant with slip and fall regulations. Only General Formulations overlaminates are certified for use in Traffic GraffTM. The use of any other type of laminate will void any warranties associated with Traffic GraffTM. The following are approved Traffic GraffTM overlaminates.

TRAFFIC GRAFFTM OVERLAMINATES

Screen and Offset Printing

CVE-6.0-OL/53

SR5-OL-1.5P/1.5

SR5-OL-1.5AP/1.5

VFC3-OL-AP/53

PP-OL-AP/53

Digital Printing

109 Series, 211 Series

213 Series, 217 Series

TRAFFIC GRAFFIC™ FLOOR PROPERTIES

All floor finishes must be firmly attached to the subfloor. Do not apply graphics over loose vinyl, broken or loose ceramic tiles or loose carpet. Test the bond of paint, varnished or sealed floors by placing a strip of the floor graphic in an inconspicuous place. Allow to condition on the floor for 72 hours under normal conditions. Remove test strip from the floor by pulling over on itself. No paint, varnish or sealer should be adhered to the test strip and the surface of the floor should be as before application of the test strip. All tiles and floor substrates must be firmly attached to the subfloor. Passing this test indicates the floor is sound and floor graphics can be applied.

All floors must be clean and dry before application.

All Traffic Graffics™ graphics are designed for interior application therefore floor temperature must be in the 40°F to 90°F range.

MATERIAL TO ASSIST IN TRAFFIC GRAFFIC™ APPLICATION

Cleaning Supplies

Isopropyl alcohol (IPA)
Trisodium Phosphate (TSP)
Citrus Based Adhesive & Gum Removed
Stiff putty knife
Shop Rags, Lint free cloth, Paper towels

Application Tools

Felt edged/ soft squeegee, Roller,
Utility knife, Masking tape
Heat gun

SMOOTH VINYL FLOORS

Smooth waxed vinyl tile floors are the typical floor finish for commercial/retail spaces. They wear well and are maintained easily with a wax finish. Traffic Graffics™ were developed for this type of floor.

Application

Temperature must be acceptable and the floor should be smooth.

Floor must be clean. A fresh coat of wax is OK.

If not entirely clean, remove all built up debris with a putty knife. If the surface is exceptionally dirty, clean with TSP, diluted as recommended, rinse with clear water to remove all TSP. Finally rinse with IPA, 50/50 blend with water. Allow to dry before Traffic Graffics™ application.

Small Decals

Remove liner from graphic and position on cleaned floor.

Start from the middle of the graphic with a squeegee and work to the edges, pushing air out at the edge.

Overlay each stroke slightly. Use firm squeegee pressure. Work all squeegee strokes to the graphic edges. After the graphic is totally bonded to the floor re-squeegee all edges and corners to assure good bond.

Large Decals

Traffic Graffix™ can be applied similar to the procedure used for large window graphics.

Position the graphic in the desired position. You may use masking tape to temporarily hold the graphic in place. Select one edge and fold back the graphic to remove about 3" of liner. Use the squeegee to firmly attach that exposed strip to the floor. Pull back another 3" of liner from the graphic. Overlap the first section of the graphic with squeegee strokes and bond the second strip to the floor. Continue to work in 3" segments until the total decal is bonded to the floor. Re-squeegee all edges and corners. If the floor is cold or you have to accelerate adhesive bond use a heat gun especially along the edges. Do not use a temperature over 120° F.

Dry application of Traffic Graffix™ is the preferred method of application to build adhesion and prevent a slipping hazard. However, if you have to wet apply a Traffic Graffix™ use RapidTac application fluid instead of soap and water. Always test your specific application for removal before large scale applications. RapidTac contains co-solvents that may attack the floor surface effecting graphic removability resulting in damaged floors.

Allow a minimum of 24 hours before cleaning or waxing.

GENERAL FORMULATIONS' PRODUCTS FOR SMOOTH VINYL FLOORS

Screen and Offset Printing

Print Media

VFW-FLR-NTC/90 VFW-FLR-TC/90
VFC-FLR-NTC/90 VFC-FLR-TC/90

Digital Printing

210 Series

Overlaminates

Use from list above.

CERAMIC TILE FLOORS

Ceramic tile floors present a big challenge to successful Traffic Graffix™ application and life. The grout lines can channel water under the graphic and cause adhesive bond issues between the graphic and tile. The graphic should be designed to minimize the areas where a grout line is bridged.

Application

Floor surface must be clean and dry.

Place decal in a position on the floor to minimize bridging of grout lines.

Follow the same application procedures as detailed under smooth vinyl tiles.

Allow 24 to 48 hours before cleaning. Manual floor cleaning is recommended. Minimize the amount of water used. Automated cleaning will flood the floor with water. Water and cleaning soaps will be trapped under the decal compromising adhesive bond that will ultimately lead to edge lift and delamination.

GENERAL FORMULATIONS' PRODUCTS FOR CERAMIC TILE FLOORS

Screen and Offset Printing

Print Media

VFW-NTC-R/90 VFW-TC-R/90

Digital Printing

212 Series

Overlaminates

Use from list above.

PAINTED, VARNISHED OR SEALED FLOORS

Painted, varnished and sealed concrete floors offer a special challenge in that the surface may look sound and acceptable for Traffic Graffix™ application but these situations need to be examined closely. In many cases, the paint or varnish has minimal bond to the subfloor and will peel up readily when the graphic is removed. Always test the bond of the paint or varnish to the subfloor before the application of a Traffic Graffix™.

A Traffic Graffix™ can be used on engineered wood floors. These products usually have the factory applied clear coating which gives superior anchorage to the base when compared to a varnish or clear coating that is post applied. However, always test varnish bond before graphic application.

Application

Clean floor surface thoroughly. Do not use solvents as they may attack the paint or varnish. The floor must be dry before Traffic Graffix™ application.

Position the decal on the floor.

Follow the same application procedures as detailed under smooth vinyl tiles.

GENERAL FORMULATIONS' PRODUCTS FOR PAINTED, VARNISHED OR SEALED FLOORS

Screen and Offset Printing

Print Media

VFW-FLR-NTC/90 VFW-FLR-TC/90
VFC-FLR-NTC/90 VFC-FLR-TC/90

Digital Printing

210 Series

Overlaminates

Use from list above.

CARPETS

A Traffic Graffix™ can be applied to commercial tight weave short nap carpets that are typically installed in commercial/retail establishments. Due to variability of carpet fibers, surface treatment, weaves and textures, thoroughly test Traffic Graffix™ floor advertising system for carpets before promotional application.

Application

The carpet surface must be clean. Carpets can be vacuumed or wet cleaned using standard carpet cleaning solutions and methods. If wet cleaned, the carpet must be allowed to dry before Traffic Graffix™ application. This may take 24 hours if a commercial carpet cleaner is used.

Position the decal on the floor.

Follow the same application procedures as detailed under smooth vinyl tiles.

Do not use wet application procedure.

Allow 24 to 48 hours before cleaning. Manual floor cleaning is recommended. Automated cleaning will flood the carpet with water. Water and cleaning soaps will be trapped under the decal compromising adhesive bond that will ultimately lead to edge lift and delamination.

General Formulations' Products for Carpeted Floors

Screen and Offset Printing

Print Media

VFW-NTC-R/90 VFW-TC-R/90

Digital Printing

212 Series

Overlaminates

Use from list above.

Removal

All Traffic Graffics™ can be removed using the same procedure. Start at an edge and loosen from the floor. If wax has built up along the edge a putty knife may be needed to pick up the edge. Pull the decal back over itself at greater than a 90° angle to the floor with a consistent force. For large decals you may have to remove in sections. Put a small slit in the edge of the graphic in the size section you want to remove. When you pull the graphic back the slit will tear the graphic into smaller sections. Repeat as desired to remove the total decal.

In some cases, small amounts of wax may be removed from the floor surface along with the graphic. If noticed, that can be repaired easily with the application of floor wax to that area.

In rare instances, small amounts of adhesive may be left on the floor after graphic removal. Adhesive will hold normal traffic dirt and dust and the area of the decal will look dirty within a couple days of removal. Use citrus based adhesive/gum remover to clean the spot, then re-wax to seal the floor. To return the floor to a smooth surface may take a couple applications of wax in that area.

In other instances, the floor in the area of graphic application may look cleaner resulting in a "ghost" image of the graphic remaining on the floor after removal. In that case, the floor actually dirty from normal traffic during the application period, except where the graphic was. This is normal and the floor will return to a uniform color and the "ghost" image disappear once the entire floor is cleaned and rewaxed.

When a Traffic Graffics™ is removed from a carpet there is a good chance a "ghost" image may remain on the carpet surface, especially if the application period is greater than 3 months. The surrounding carpet will catch and hold dirt while the carpet under the graphic is protected, resulting in a lighter "ghost" image in the spot of graphic application. When this occurs a total carpet cleaning is required to return a uniform color and texture to the carpet.

Traffic Graffics™ are a proven and reliable system of getting your message to the consumer at the point of purchase. You can produce short term messages that can be easily changed and updated to coordinate with the latest promotions. With the variety of floor surfaces that exist, choosing the correct Traffic Graffics™ system is critical for a successful promotion. For further assistance, contact your General Formulations Customer Service representative at 800 253-3664 or on the website at www.generalformulations.com. Your customer service representative is available under Contact Us / Customer Service Team.