

LexJet CarpetAd Advertising System

LexJet's CarpetAd Advertising System has been developed to allow temporary application of graphics to indoor carpeted floors. This pressure sensitive system offers the ease of peel and stick application as well as protection of the graphic for up to 180 days from normal wear and tear. This system is designed for application on indoor low-pile, commercial-grade carpets with a tight weave and a short loop.

Construction

LexJet's CarpetAd system is the combination of LexJet's CarpetAd base printing film and approved scuff resistant over laminate. Approved pressure sensitive laminates include: LexJet's 5 Mil T-Flex, LexJet's GraphicsGuard 5 Mil Textured Floor Laminate and LexJet's GraphicsGuard 6 Mil Gloss Floor Laminate.

Installation

Decals should be applied using a trained installer using these procedures:

Surface Preparation

- The carpet should be thoroughly vacuumed. It should be free of lint and debris prior to installation. If carpets were shampooed or steam cleaned, ensure the carpet is completely dry prior to installation.

Carpet Surface

- CarpetAd is designed for indoor low-pile, commercial-grade carpets with a tight weave and a short loop. Due to the variability of carpet fibers, weaves and textures, it is necessary for the CarpetAd decal to be thoroughly tested before installing the promotional application. New carpet may have been treated with a "Scotch Guard" product. This may result in poor CarpetAd bond. Clean the carpet using the manufactures recommended procedure before application of CarpetAd.

Graphic Installation

1. Remove a few inches of the liner from the graphic and position onto the floor. Squeegee the front of the graphic starting at the top edge. Remove the liner gradually as you squeegee the graphic to the floor working from the center out using firm, even pressure to avoid trapping air. Overlap all strokes keeping the edges from contact until firmly pressed with the squeegee. Re-burnish all edges to ensure good adhesion.
2. To avoid edge lifting, the graphic should have corners that are rounded to the largest possible radius.

Maintenance

Do not clean or vacuum for at least 24 hours after application to allow for proper adhesion to the carpet. CarpetAd decals can be cleaned using mild soap and water on a sponge to the graphic area. Excessive moisture or saturating with carpet cleaning solutions can cause premature lifting of the decal from the carpet.

If a CarpetAd decal edge lifts up from the carpet for any reason, the decal must be removed and replaced to prevent a tripping hazard.

Removal

1. To remove the CarpetAd decal start at one edge. Once the edge is loose from the carpet, pull back on the decal using a smooth consistent force.
2. Upon removal of the graphic, it is normal for a shadow to appear. This is because the area under the graphic is cleaner than the surrounding carpet. Simply clean the entire carpeted area to remove the shadow.