

LexJet Indoor FloorAd Advertising System

LexJet's Indoor FloorAd Advertising System has been developed to allow temporary application of graphics and messages to indoor 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. The system is designed to be applied to smooth surfaces including: waxed and non-waxed commercial PVC tile, sealed concrete and smooth ceramic tile. Application substrate must be firmly attached to subfloor and in good condition.

Construction

LexJet's Indoor FloorAd system is the combination of the Indoor FloorAd base printing film and approved scuff resistant over laminate. Approved pressure sensitive laminates include: LexJet's 3 Mil GraphicsGuard Gloss Floor Laminate, LexJet's 6 Mil GraphicsGuard Gloss Floor Laminate, LexJet's GraphicsGuard 5 Mil Textured Floor Laminate and LexJet's 5 Mil T-Flex.

Installation:

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

Surface Preparation

- All floor surfaces must be clean and dry prior to applying LexJet Indoor FloorAd Advertising System. A commercial cleaner is recommended to clean the floor prior to installation. It is important to clean an additional six to eight inches beyond the graphic area. Rinse area with clean water and allow to time dry. Wipe area with isopropyl alcohol to remove any grease or residual cleaning solution. Dry area completely with a lint-free paper towel removing all soil and grit. The system will work with most waxed surfaces as long as they do not contain silicones.

Floor Surface

- The floor finish must be firmly attached to the subfloor. Floor finishes that do not adhere well to subfloor may separate/release resulting in premature lifting of the graphic and/or cause damage to the floor during removal. Do not apply to uneven tile, as this will result in accelerated wear of the graphic. Do not align the graphic on the edge of tile grout lines.

Graphic Installation

1. If the decal is small, remove the liner from the back and position the graphic on the cleaned floor. Using a squeegee, start at the middle of the decal and work to the edges with firm, even pressure to avoid trapping air and stretching the vinyl. Overlap all strokes keeping the edges from contact until firmly pressed with the squeegee. Re-burnish the edges to ensure good contact to the floor.
2. Dry application on large decals: 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.
3. Do not scrub, polish or wax floor for at least 12-24 hours.

4. If multiple panels are used, butt all edges. Do not overlap seams.

Maintenance

LexJet Indoor FloorAd System may be cleaned and maintained using normal commercial procedures and equipment. In order to maintain the longevity of the decal, please note the following:

- If the floor will be maintained using buffing or scrubbing equipment, it is recommended the floor graphic be waxed. The wax should meet or exceed the ASTM D 2047 standards for static coefficient of friction (0.5) value. Wax the floor prior to buffing.
- If any edge of the decal lifts from the floor, the entire decal must be immediately removed and replaced to prevent a tripping hazard.
- Minor edge chipping can be expected. Avoid the use of heavy equipment or dragging heavy items across floor graphics.

Removal

1. To remove the Indoor FloorAd decal, start at one edge of the decal. If wax is accumulated around the edge, a putty knife may be required to lift the decal's edge.
2. Once the edge is loose from the floor, pull back on the decal using a smooth consistent force.
3. Large decals may have to be removed in sections. When pulling back the decal, use a knife to slit an edge. When pulling, the slit will continue to tear allowing removal in smaller pieces.
4. Decal removal may take away some of the wax on tile floors. Clean and re-wax that area immediately.