

Traffic Graffice® Floor Advertising System is graphic media used to produce floor decals that can be applied and removed from floors found in commercial establishments. It is a two-step system using a print media available in white or clear and a clear laminate that protects the graphic from common abuse while maintaining a slip resistant surface. Traffic Graffice® Floor Advertising Systems feature a pressure sensitive removable adhesive ideally suited for temporary point of purchase graphics and short-term promotions.

### **GENERAL APPLICATION RECOMMENDATIONS**

These recommendations must be followed when applying a Traffic Graffice® to any floor surface.

Floor temperature range is 40° F to 90° F.

- Floor must be clean and dry. Dirty floors will compromise graphic adhesion and cause premature failure.
- If water is used for rinsing, the floor must be allowed to dry before Traffic Graffice® application. A wet or damp floor will reduce initial adhesive bond and cause graphic adhesion failure.
- Smooth floors are ideal for Traffic Graffices® application. As floor texture increases, adhesion of a graphic decreases which can result in graphic failure.
- All edges should be rounded. Avoid any square edges, points, or any other design that can be easily caught by foot traffic and initiate graphic delamination.
- For small graphics, remove the liner and position the graphic on the clean/dry floor. Using a squeegee, start at the middle of the graphic and work to the edges firmly pressing the decal to the floor. Overlap squeegee strokes to avoid trapping air between the graphic and floor. Make sure all edges and corners are firmly attached to the surface.
- Large graphics are applied in similar way to a small decal. The difference is that you will remove the liner in sections to minimize air entrapment. In most cases a large decal application is started at an edge and progressively worked across the length of the decal in small increments. Lay out the graphic over the cleaned application area. Pull back the first 12" section of liner from the graphic on itself at 180°. Working from the middle to the edges with a squeegee, firmly press the graphic to the floor until the first 12" are applied. Remove another 12" of liner from the graphic and work that until it is secured firmly to the floor. Continue until the entire decal is applied. Be sure all edges and corners are firmly bonded to the floor.
- If more than one panel is used for the graphic, all panel splices should be butt spliced\* to make a smooth transition between panels.

\* Except for carpet graphics which should be overlapped to prevent a gap in the graphic and potential trip hazard.

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## SPECIFIC FLOOR SUBSTRATES

### Commercial Vinyl Tiles

This type of floor surface is the typical square tiles seen in many commercial establishments. The tiles are very smooth and usually waxed for easy cleanability. Traffic Graffics® (GF 210) were developed for this type of surface to offer ease of application, acceptable bond and ease of removability. With a wide variety of waxes available for these floors, it is imperative the wax does not contain any silicones. Upon graphic removal, some wax may be removed with the decal. To return the floor to original condition, a thorough cleaning and waxing is recommended.

Maintenance of a Traffic Graffics® is relatively easy. Chemically the surface of Traffic Graphic® laminates are similar to vinyl tile, hence waxes will adhere to the graphic surface. Any type of floor maintenance should not affect the graphic, as long as care and attention is paid to the edges of the graphic. Do not subject the decal to heavy saturation with water or cleaning solutions. Damp mopping is recommended. Automatic floor scrubber type floor cleaners can cause significant edge damage with rotating brushes. Use this device with care around a Traffic Graphic® to extend graphic life and minimize edge tear.



### Vinyl Plank Flooring

Vinyl planking is a relatively new product to flooring applications however it is not the same as vinyl tiles. These types of floors are starting to show up in places like doctor's offices and small retail spaces. Vinyl plank flooring is similar to wood laminate flooring in size, shape and installation procedures but replaces the wood core with plastic resins to provide a waterproof flooring material. The wear layer of vinyl plank flooring is a urethane resin. Urethane resins are of many formulations and are not waxed. Vinyl plank floorings surfaces can range from smooth to heavily textured (distressed), therefore, the type of Traffic Graffics® may have to be selected based on the specific texture of the surface. General purpose Traffic Graffics® should be considered for smooth vinyl plank flooring while a Tile and Grout Traffic Graffics® (GF 212) would be a candidate for heavily distressed vinyl plank flooring. Vacuuming, dry mopping and damp mopping are recommended to maintain the graphic on a vinyl plank floor.



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### Wood Floors

Solid wood floors can use a variety of natural species such as oak, fir, southern pine and other species to produce a flooring substrate. These floors are usually sanded smooth, may be stained a color and then finished with clear varnishes. The variety of varnishes is endless, but the current trend is to use a urethane based clear. It is essential the varnish or clear coating has an acceptable bond to the wood. If there is any question concerning varnish adhesion, tape test the varnish bond to the wood before graphic application. Being a relatively smooth finish, Traffic Graffix® (GF 210) is the choice for media. A clean dry surface is a must before application. Vacuuming, dry mopping and wet mopping are common maintenance for these types of floor.



### Wood Laminate

Wood laminate floors are a variety of components fused together with wood fibers. In high end wood laminates, various wood species are the cosmetic base for the laminate. In lower end wood laminates, the wood layer is a composition of wood fibers with the pattern and color printed to give a wood appearance. In both cases, the design is protected by a clear wear layer, usually of urethane chemistry. Like a vinyl plank floor, wood laminates are manufactured products and the urethane clear is cured in an oven giving different surface properties than a urethane applied at ambient temperatures. Oven curing usually gives high bond to the wood substrate but also adds mar resistance to the finish. Mar resistance may make adhesive bond of Traffic Graffix® questionable at times. Thoroughly test the bond of a Traffic Graffix® before widescale application. For smooth finished wood laminate flooring, general purpose Traffic Graffix® is a good starting point. Wood laminates are available in various textures and for heavily distressed laminates, Tile and Grout Traffic Graffix® (GF 212) is recommended. Again vacuuming, dry and damp mopping are recommended for these floors.



### Painted Floors

Solid painted floors offer a variety of challenges to the application of Traffic Graffix®. The base substrate of the floor and the type of paint is probably unknown. The surface finish will most likely vary from a wear standpoint. Some areas may be shiny and other areas dull where there is heavy traffic. Bond of the paint to the floor must be tested prior to applying a Traffic Graffix® using the tape pull technique. If the floor is newly painted, it must be fully cured before application of Traffic Graffix®. Check the paint manufacturer's recommendation on optimal cure time and if not stated, a minimum of 14 days is recommended between painting and graphic application. Traffic Graffix® Floor Advertising Vinyl (GF 210) is the normally recommended product for painted floors. Vacuuming, dry mopping and wet mopping are common maintenance for painted floors.



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### Sealed (Polished) Concrete

Sealed concrete floors are those that have the appearance of concrete with a slight shine to the finish. Concrete is poured, trowled and after curing the surface is ground smooth, polished, then sealed with a clear finish. The type of coating varies from those that penetrate the concrete and react with cement to film formers that dry into a clear film on the surface of the concrete. All the typical coating chemistries are used to formulate these coatings, acrylic, epoxy and urethane can be found. This type of floor is typically installed in Big Box retailers. The advantage to these types of floors is the smooth finish allows for easy cleanup, especially with ride-on automatic floor scrubbers. The smooth finish affords an excellent surface for the application of Traffic Graffics® (GF 210). The floor must be clean and dry. Avoid placing graphics in areas where ride on automatic floor scrubbers are used. The rotating brushes can catch the edge of a graphic and cause premature lifting and possible ripping along edges. If a graphic is damaged it must be replaced to prevent tripping hazard. Dry and wet mopping are recommended for maintenance of Traffic Graffics® applied to polished sealed concrete floors.



### Ceramic Tile

Ceramic tile is another floor type that will come in a variety of surfaces. Tiles vary in size, surface texture, and surface finish. Grout formulations also vary in chemistry, width and depth from the surface of the tiles. When installing a Traffic Graffics® (GF 210) on a tile floor, you should minimize the number of grout lines a graphic covers. Do not have the edge of a graphic near a grout line. Do not force a graphic down into a grout line. It is better to span the grout line.

### Unglazed Tiles

These are basic ceramic tiles without the top coating. The surface is usually rougher than glazed, offering more slip resistance, but unglazed tiles will absorb water. The surface finish is usually dull and can be quite textured. Because they are unsealed and rough in texture, these tiles can offer an adhesion challenge to a graphic. The surface must be clean and dry. Sweeping and dry mopping are recommended on unglazed tiles. When wet mopping, water will be absorbed by the tile and become trapped under the graphic. This will lead to debonding of the graphic from the tile. Grout lines can also be a route for water to get under a graphic to cause delamination. Excessive soap and water on unglazed tiles will also result in Traffic Graffics® (GF 210) delamination.



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## Glazed Tiles

Glazed tiles have an additional manufacturing process where liquid glass is induced into the kiln to seal the surface. This seals the surface from moisture penetration, makes the tile easier to clean and more stain resistant, but less slip resistant. Water will not penetrate the surface and stays on top of the tile therefore; glazed tiles are not recommended for showers or areas of high moisture. Glazing improves surface smoothness offering improved bond to Traffic Graffics®. Glazed tiles are usually smoother and less texture than unglazed. Porcelain tiles are fired at a higher temperature with slightly different ingredients that produce a smooth hard surface finish. They should be treated similar to glazed tiles.



To enhance bond to tile floors, Tile and Grout Traffic Graffics® (GF 212) is the recommended media for ceramic, porcelain, stone, bricks and other cementous based products that have grout between the individual pieces. Careful planning of graphic size and shape to minimize bridging grout lines is also needed for successful applications.

## Carpet

Traffic Graffics® (GF 212) are recommended for application to short knap/tight weave carpeting usually found in commercial/retail stores. Traffic Graffics® Carpet Advertising Vinyl is the recommended media when producing graphics for carpet application. For carpeting advertising we recommend a thicker laminate such as GF 109 or GF 211. These laminates provide better protection from sharp objects such as high heels. For standard printed graphics that don't necessarily need the added protection, GF 211, GF 213, & GF 217 are ideal. Avoid shaggy, long knap or carpet treated for stain and spill resistance. Carpet fibers are available in a variety of chemistries ranging from wool, to acrylic, polypropylene, nylon and polyester. These fibers will offer good bond to Traffic Graffics® if they are clean and dry. Carpet should be vacuumed before graphic application. If shampooed, carpet must be rinsed thoroughly and dry. Carpet graphics can be cleaned by vacuuming or damp mopping. Saturating a graphic with shampoo or a wet solution will promote graphic delamination. Always remove a graphic that has delaminated to prevent a tripping hazard.

Traffic Graffics® are ideal for temporary, short term promotional advertising to grab the consumers attention. With the wide variety of floors available it is critical to match the media and laminate to your specific application. For additional assistance with any Traffic Graffics® application contact your General Formulations customer service representative at 1-800-253-3664 or on General Formulations website, [www.generalformulations.com](http://www.generalformulations.com). From the home page go to the Contact Us/Customer Service Team.

