



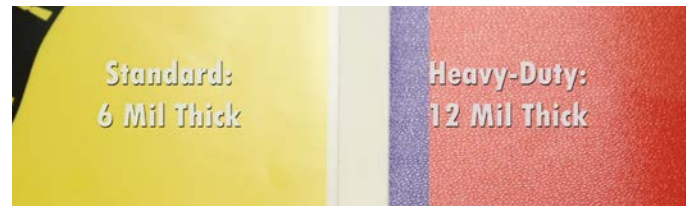
EZ STIK™ Floor Smooth is a floor vinyl with a low-tack peel-and-stick adhesive backing designed for polished hard flooring surfaces. Two styles available: standard and heavy-duty.

- Easy to apply
- Low-tack, short-term, removable adhesive
- Digital direct full color print
- Laminated for protection
- Meets industry standards for slip resistance
- Choice of square cut or die-cut shape
- Indoor use only

(EZFE) EZ STIK™ Floor Smooth Standard: Graphic with a smooth lamination (6 mil) meeting industry standards for slip-resistance. Longevity: up to 3 months (depending on traffic).

(FEHD) EZ STIK™ Floor Smooth Heavy-Duty: Graphic features a textured heavy-duty laminate (12 mil) meeting industry standards for slip-resistance. Longevity: up to 6 months (depending on traffic).

EZ STIK™ Floor Smooth is our most economical floor media and is great for in-store promotions, product announcements, brand image, event teasers and directional signs.



EZ STIK™ Floor Smooth was designed for interior smooth floors that have a polished surface like ceramic tile, sealed concrete, linoleum, Vinyl Composition Tile (VCT), laminate wood flooring and gym floors. The graphics are laminated providing a surface that meets industry standards for slip-resistance. Because of its unique low-tack adhesive, these graphics easy-to-apply and easily removed without leaving a sticky residue.



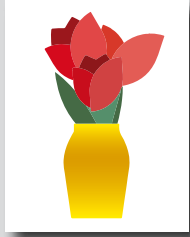
EZ STIK™ Floor Smooth / Items: EZFE, FEHD

Use: Indoor use only. Apply to smooth polished hard flooring. Durability rating: up to 3 months for STD and up to 6 months for HD (depending on traffic).

Media: Std is 6 mil, HD is 12 mil

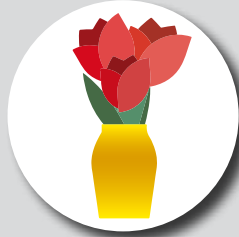
Adhesive: acrylic, low-tack, removable

Finishing Cut Options – While all EZ STIK™ graphics come standard with a square cut trim, many of the products can be finished with custom cutting, providing an enhanced visual appearance. Below are the cut options available on EZ STIK™ Floor Smooth Standard and Heavy-Duty.



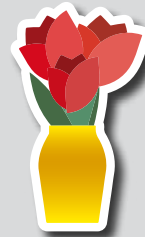
Standard Square Cut

Rectangle or square shape with straight sides and square corners.



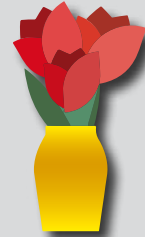
Simple Shape Cut

Circle, diamond, triangle, rounded corners, etc. Additional charges may apply.



Cloud Cut

A single-piece graphic that is cut to shape with a "cloud" margin (white or colored) around the design. Additional charges may apply.



Contour Cut

A single-piece graphic that is cut to shape with no margin around the design (cut to color). Some limitations may apply. Additional charges may apply.

General Application Instructions

For specialty graphics to properly adhere, the application surface must be clean: free of oils, grease, dust, and debris. There must be no loose areas on the application surface (like flaking concrete, etc.) as the adhesive could lift or disturb the loose elements when the graphic is removed.

Apply all specialty graphics in temperatures that are neither too hot nor too cold. The optimum temperature for installing is between 65° and 72°F. Graphics can be installed as low as 50° and up to 90°F. Larger outdoor graphics are easier to apply in the protection of shade.

Indoor Floors: Install on a clean and dry surface. If floor surface is wet, allow to dry completely before installing graphic. Best practices: Sweep and mop and Install after the surface has completely dried. Use firm pressure when applying the graphic to help ensure a proper adhesion bond. Adhesive reaches its full bond strength in 24-36 hours.

Other Surfaces: For all other applications, make sure surface is clean and dry. Choose a location to test graphic adhesion. Because surface conditions and properties can vary widely, it is ultimately the responsibility of the end user to test the bond and effective removal of the adhesive graphic from the chosen surface.

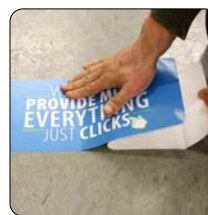
Method: Use overlapping strokes as you apply the graphic to the surface. If you don't have an installation squeegee, your hand (open palm and fingers) can be used to apply pressure and smooth the graphic out during application.



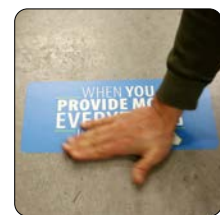
1) Surface Prep.
Wipe clean.



2) Peel.
Begin to partially remove backing.



3) Stick.
Use overlapping strokes to apply the graphic.



4) Apply Pressure.
With a wiping motion, firmly press entire surface to activate adhesive.

For video demonstrations of specialty graphics applications, including tips and techniques, visit: amatterofgraphics.com