



**EZ STIK™ Floor Textured is a durable vinyl with a high-tack peel-and-stick adhesive backing designed for outdoor surfaces like concrete patios, walkways and any other unsealed concrete type surfaces.**

- Easy to apply
- High-tack adhesive
- Digital direct full color print
- Laminated for Scuff and UV protection
- Meets industry standards for slip resistance
- Choice of square cut or die-cut shape
- Outdoor use / Weatherproof (once installed)

The Outdoors is calling and EZ STIK™ Textured is your answer. With an aggressive peel and stick adhesive, you can place a message on virtually any outdoor surface like unsealed concrete, asphalt, or brick. And with a UV stable textured laminate providing a slip-resistant surface, EZ STIK™ Textured will hold up to the rigors of heavy foot traffic and withstand the harsh environment associated with the outdoor elements.

- Event Announcements
- QR Codes
- Directional Signs
- Safety Messages

Why EZ STIK™ Graphics? Windows, walls, floors and doors represent valuable advertising space for dynamic messages and yet most people don't think about these alternative locations. Stand out in the crowd and let us help you put your next message where it will be noticed. and trade shows providing unique and eye-catching directional signage.



QR Codes are an Effective Way to Engage Patrons



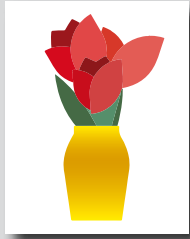
### **EZ STIK™ Floor Textured / Item: EZFT**

**Use:** Outdoor use. Apply to unsealed concrete flat or slightly rough floor surface. Durability rating: 3-12 months (depending on traffic and surface condition).

**Media:** 12mil

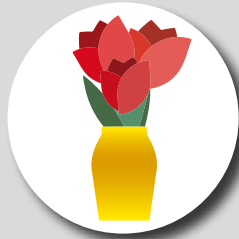
**Adhesive:** acrylic, high-tack, clean removal on unsealed concrete

**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 Textured Outdoor.



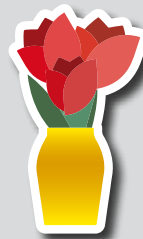
**Standard Square Cut**

Rectangle or square shape with straight sides and square corners.



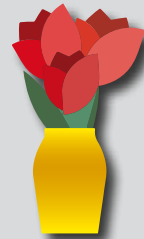
**Simple Shape Cut**

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.

**Outdoor Floors:** Install on a clean and dry surface. If floor surface is wet, allow to dry completely before installing graphic. Avoid washing with liquids because moisture will linger and the application may fail if underlying surface is damp. A completely dry surface ensures a proper adhesive bond. **Best practices:** Brush the surface with a broom and use a lightly damp cloth to rid surface of excess dust and debris. When applying graphic, 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.



**1) Surface Prep.**  
Make sure surface is clear of debris.



**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.

**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.

For video demonstrations of specialty graphics applications, including tips and techniques, visit: [amatterofgraphics.com](http://amatterofgraphics.com)