EZ GRIP graphics

MADE IN USA

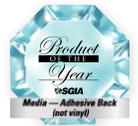## UNIQUELY RUGGED Print Media for INDOOR FLOOR GRAPHICS

Unlike Any Other Material

- **Sheeted Substrate**
- **Puncture & Tear Resistant**
- **EZ Print & Install**

2017 Product OF THE Year
SGIA
Media — Adhesive Back (not vinyl)

PURPOSE One-step, durable graphic material for smooth indoor floors
grocery / retail stores, malls, restaurants, hotel lobbies, train stations, airports, museums, convenience stores, office buildings, and schools

	Problems with Other Indoor Floor Graphic Materials	Problems Solved with EZGrip Graphics
Material	Two-part structure consisting of base film + overlaminate or flimsy textured films.	Single material that has a print receptive, slip-resistant surface with PSA. Meets ASTM slip resistant standards.
Preparation	When sheeting the vinyl film + overlaminate, the materials can take up to 24 hours to relax and stabilize to atmospheric moisture.	Sheeted, flat and will not shrink.
Production	Must wait for inks to cure / dry prior to lamination while taking up space. Lamination involves additional production time and risk of wrinkling requiring reprint. Not as easy or efficient to print with high capacity UV flatbed printers. Two-part process.	No waiting, print direct to the surface.
Image Quality	Textured overlaminates can reduce resolution, image quality and cause muted colors.	Non-obstructed, crisp surface print.
Installation & Removal	Challenging to apply smoothly without wrinkles and/or air bubbles. Experienced installers recommended to apply and remove typically with heat gun.	End users can install and remove with ease.
Durability	Vinyl easily tears, stretches, and disfigures. Sustains damage by pedestrian traffic, shopping carts, stocking carts and floor cleaning equipment.	15 mil, semi-rigid material is ultra tough; resists tears, punctures and stretching.
Summary	Problems = time consuming and more labor to produce, difficult to apply & remove, inconsistent qualities, varying degree of adhesives, inferior slip resistance, and fragile.	Benefits = time savings realized with production & installation, unmatched durability, and overall cost savings & value.

MATERIAL SPECIFICATIONS

MATERIAL:	Premium PET based, dimensionally stable, gloss white. Puncture & tear resistant.
SIZE:	Sheeted 48" x 96" / 1.22m x 2.44m. Media + texture + PSA + release liner = <15 mil.
PRINT COMPATIBILITY:	UV flatbed & hybrid wide format printers.
OVERLAMINATE:	No overlaminate needed. Print direct to the surface / one-step production process.
ADHESIVE:	Pressure sensitive, acrylic. Trouble-free application & removal.
LINER:	55# silicone based stay flat release liner.
APPLICATION:	No heat, dry apply; end-user friendly. Use roller to compress.
USAGE:	Indoor smooth floor surfaces including concrete, linoleum, tile, terrazzo, etc…
LIFE EXPECTANCY:	Printed and installed up to 6 months with heavy pedestrian and shopping cart traffic.
NOTES:	1. Print direct to the surface; profiles and instructions at EZGripGraphics.com. 2. Use 60º blade to cut-to-shape on most print & cut, plotters and routers, plus guillotine, steel rule die cut and manually with scissors or blade. 3. Meets slip resistant standards, dry & wet: ASTM D2240-05. 4. Surface reflective reading = 130 mcd (millicandelas) = 3.25 lux.

DESIGNED FOR END USERS TO INSTALL & REMOVE

STANDARD APPLICATION INSTRUCTIONS

Because floor material quality, conditions and coatings can vary, we recommend testing to determine suitability by applying a sample swatch to a section of the desired surface. Contact FloorSignage, LLC or a supplier to receive a sample.

1. Always use hard rubber roller rather than a squeegee.
2. Recommended surface temperature 50º Fahrenheit / 10º Celsius or higher.
3. Sweep dry surface clean of dirt & debris.
4. Place printed side down on a flat surface then peel release liner from backing.
5. Lay adhesive side down flat on the selected location.
6. Smooth by hand from the center to outer edge, be sure all edges lay flat.
7. Firmly compress to surface, especially all edges by roller.
8. Allow 24 hours for adhesive to bond prior to being exposed to moisture from rain or flor cleaning.

REMOVAL INSTRUCTIONS

1. Generally easy to remove; treated floors and extreme traffic may increase the difficulty in removal.
2. Simply peel off at an angle less than 45 degrees for best result; typically leaves no residue.

For more information, instructions, photographs and videos, visit www.EZGripGraphics.com

Manufactured in the United States by

FLOOR SIGNAGE, LLC

PIONEERING DIGITAL PRINT MEDIA FROM THE GROUND UP!