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# **Vinyl** **2001** **Application** **Guide**

**Products and  
techniques for  
superior vinyl  
installations**

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## Easy Fax Order Form

Fax: 800-505-7055 or 206-527-1046 - 7 Days/24 Hours  
Call: 800-527-7778 or 206-505-7070 - M-F 8 AM to 5 PM Pacific

**1** Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

	Quantity	Desired Products	Each	Subtotal
<b>2</b>				

WA residents please add 8.6% sales tax

**Grand Total**

**3** Payment Method (choose one): ☐ VISA ☐ MC ☐ DISC ☐ AMEX ☐ Check Enclosed

Card Number \_\_\_\_\_

Card Holder (if different) \_\_\_\_\_

Signature \_\_\_\_\_

**4** Summa vinyl signmaking equipment & supplies are shipped anywhere in the world. All orders are shipped via the most economical method, and the actual shipping cost is added to the invoice (please call for shipping estimate and accepted methods of billing).

## Vinyl Application Products

Prices current as of January 1, 2001

### Easy Tack Application Fluid

- 32 oz. Spray Bottle ..... \$7.00
- 1 Gallon Refill ..... 20.00

### Citra-Solve Cleaner/ Degreaser

- Quart ..... 13.00

### Vinyl Application Accessories

- Summa Razor Knives (10 pack) with retractable breakaway blades..... \$25.00
- 4" Teflon Squeegees (10 pack).....18.00
- 6" Stainless Tweezers (10 pack)....15.00

### Standard Application Tape

- 2" Wide x 100 Yd Roll ..... \$4.50
- 4" Wide x 100 Yd Roll ..... 8.50
- 8" Wide x 100 Yd Roll ..... 17.00
- 12" Wide x 100 Yd Roll ..... 24.00
- 16" Wide x 100 Yd Roll ..... 32.00
- 24" Wide x 100 Yd Roll ..... 44.80
- 30" Wide x 100 Yd Roll ..... 56.00
- 48" Wide x 100 Yd Roll ..... 89.60

### Premium Application Tape

Heavy Grade for projects requiring extra rigidity, or longer exposure to vinyl

- 2" Wide x 100 Yd Roll ..... \$5.70
- 4" Wide x 100 Yd Roll ..... 10.80
- 8" Wide x 100 Yd Roll ..... 21.50
- 12" Wide x 100 Yd Roll ..... 30.40
- 16" Wide x 100 Yd Roll ..... 40.50
- 24" Wide x 100 Yd Roll ..... 57.90
- 30" Wide x 100 Yd Roll ..... 72.30
- 48" Wide x 100 Yd Roll ..... 115.70

### Conform Series Application Tape-RLA

Specialty adhesive designed for long term storage or transport. Best curl resistance.

- 2" Wide x 100 Yd Roll ..... \$4.80
- 4" Wide x 100 Yd Roll ..... 9.10
- 8" Wide x 100 Yd Roll ..... 18.10
- 12" Wide x 100 Yd Roll ..... 25.50
- 16" Wide x 100 Yd Roll ..... 34.00
- 24" Wide x 100 Yd Roll ..... 47.90
- 30" Wide x 100 Yd Roll ..... 59.90
- 48" Wide x 100 Yd Roll ..... 95.90

### Clear Application Tape

A low to medium tack clear tape for decals or other uses requiring a see-thru mask

- 2" Wide x 100 Yd Roll ..... \$4.90
- 4" Wide x 100 Yd Roll ..... 9.30
- 8" Wide x 100 Yd Roll ..... 18.50
- 12" Wide x 100 Yd Roll ..... 26.20
- 16" Wide x 100 Yd Roll ..... 34.90
- 24" Wide x 100 Yd Roll ..... 50.10
- 30" Wide x 100 Yd Roll ..... 62.60
- 48" Wide x 100 Yd Roll ..... 100.20

### The Fine Print

Not responsible for typographical errors.  
Prices subject to change and availability.

### SUBSTRATES

Vinyl can be applied to most properly prepared non-porous surfaces. It does not adhere well to latex painted surfaces or materials with large pores, such as brick, stucco or unpainted wood. Be sure to test your surface for proper adhesion prior to application onto unfamiliar substrates.

### SUBSTRATE PREPARATION

Be sure to clean all surfaces properly before installing vinyl. If you are unsure how the surface will react to solvents, denatured alcohol is mild enough to safely remove contaminants from most materials. For automotive or enameled surfaces, a light rubbing compound is ideal, especially on oxidized surfaces. Wipe your surface with alcohol, then a paper towel or lint-free cloth prior to application to eliminate dust or other contaminants which may have settled since it was last cleaned.

### CLIMATE

The optimal temperature for vinyl installation is between 60 and 80 degrees. In conditions below 60 degrees, substrate preheating helps promote better vinyl adhesion. When temperatures are 80 degrees or higher, the vinyl adhesive becomes extremely aggressive and prone to bubbling, so a shaded or inside installation is recommended. Hotter surfaces can also be made cooler by employing a "wet application" method (see Wet Application, page 12).

### SQUEEGEES

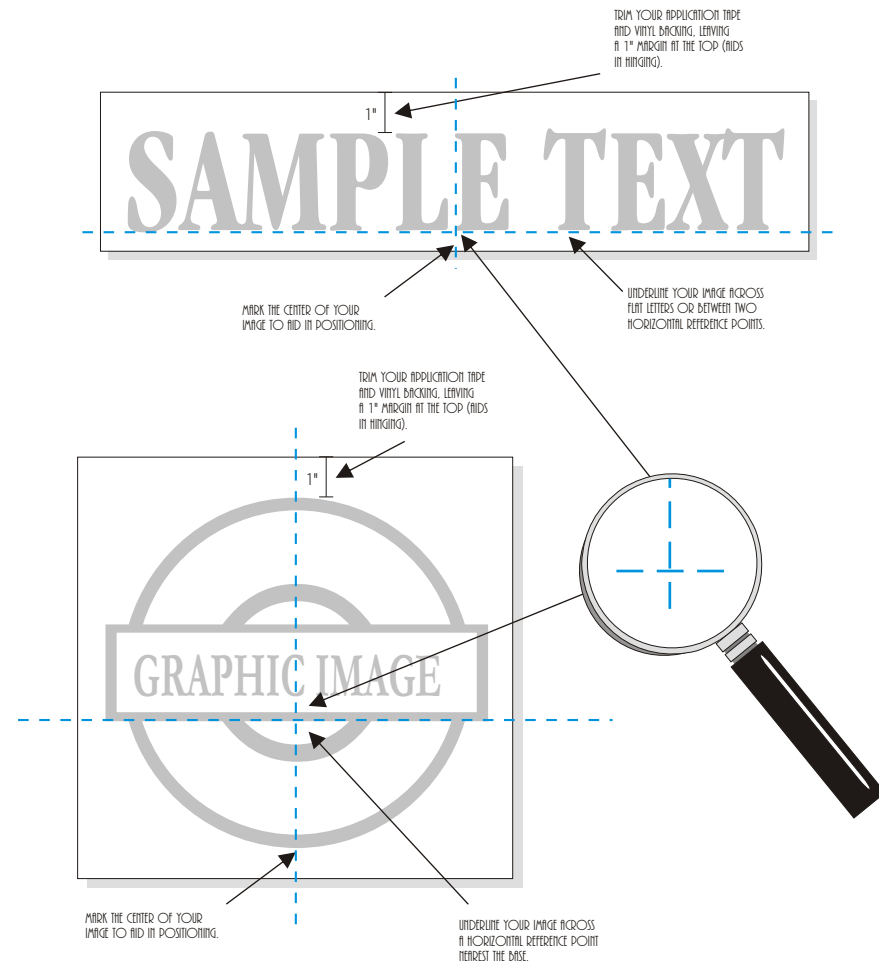
Vinyl application squeegees should be made from Teflon, exclusively. The blade edge should be free of any nicks or imperfections which can cause bubbles or gouges in your material. Always replace squeegees which are in poor condition, and never attempt to resharpen them, as factory-quality edges are seldom achieved.

### VINYL VARIETIES

There are a number of different vinyl qualities to choose from depending on your durability requirements or desired application characteristics. They include:

- **HIGH PERFORMANCE:** Premium "cast" vinyl is manufactured in a thin vinyl sheet, producing a highly-stable material which is less apt to shrink. Outdoor life is between five and seven years, making it ideal for most signmaking applications. Because casting produces a stronger vinyl, it is thinner (approx. 2 mils) and more flexible than Intermediate vinyl, making it easier to cut and install on irregular surfaces. High Performance vinyl is ideal for: Windows; vehicle or marine graphics; corrugated or riveted surfaces; architectural signs; retail markings; and all long-term outdoor signage. High Performance is also recommended for compound (or complex) curves.
- **INTERMEDIATE:** Intermediate "calendared" vinyl is produced through a less expensive extrusion process, resulting in a thicker material (approx. 4 mils). Outdoor life is between three and five years, when applied onto smooth, flat surfaces. Because of its lower cost, Intermediate vinyl is recommended for: Temporary outdoor signs; banners; construction sites; point-of-sale displays; and all price-sensitive sign projects. Intermediate vinyl is not recommended for vehicle or illuminated signs, because the adhesive is not formulated for these applications.
- **REFLECTIVE:** Reflective vinyl is an opaque premium vinyl coated with a reflective substance. These coatings produce a thicker (approx. 7 mils) more rigid material which tends to be somewhat brittle. It is recommended, therefore that Reflective vinyl only be installed on flat surfaces without contours. Reflectives are ideal for emergency vehicles and road signs as they typically last seven or more years in outdoor applications.

The three-step preparation illustrated here will save you time and effort during the installation process, and help you to apply vinyl faster and more accurately.



- 1 After weeding and transfer-taping your image, trim the top edge, leaving a one inch border above the highest point in the image.
- 2 Draw a horizontal line across your material at the lowest horizontal reference point in your vinyl image.
- 3 Draw a vertical line across your image, dissecting it into two equal halves.

## MaskRite Transfer Tape Applicator

Easy Transfer Tape Application Without Costly Mistakes



The **MaskRite** system is like having another set of hands. This sturdy tool turns the task of applying transfer tape into a one-person job that's as easy as pulling tape from a dispenser — easier in fact, because it functions both as a dispenser and an applicator.

**NO INSTALLATION NECESSARY** - Just position **MaskRite** to overlap the edge of your work surface and its rubber gripper feet keep it in place while you pull off your transfer tape.

**ONE SIZE FITS ALL** - The **MaskRite** holds any length roll up to 24 inches.

**SIMPLE AND DURABLE** - The **MaskRite** is made from lightweight and sturdy anodized aluminum and will stand up to years of heavy use. You'll wonder how you ever got by without one!

### MaskRite Transfer Tape Dispenser/Applicator

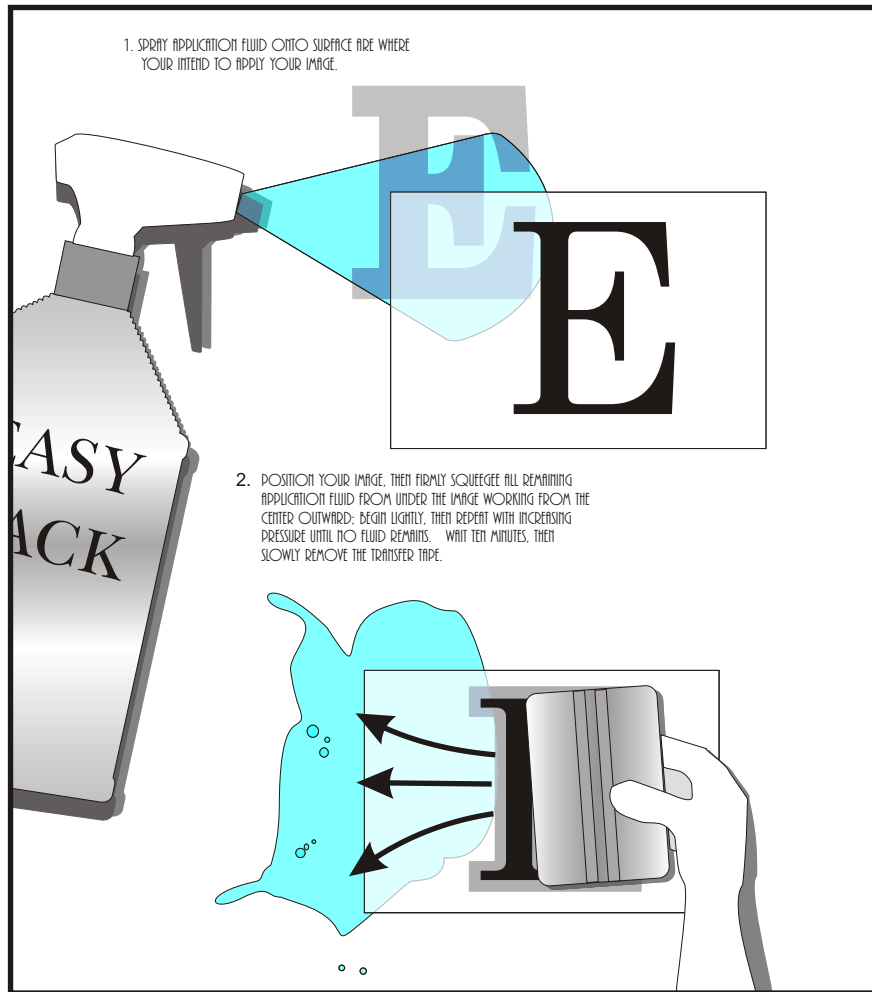
- MaskRite tape dispenser/applicator.....\$69.00
- Shipping & Handling (Continental US) .....Please Call

## Summa TransferRoller

The ultimate tool for applying transfer tape to vinyl, or vinyl to substrate. The Summa Transfer Roller has a 3 inch natural rubber roller and glides on precision Teflon bearings. It's a must for every sign shop!

Summa Transfer Roller.....\$25.00

## Wet Application



Wet Application provides lubrication when tight registration is needed, or when applying multiple colors of vinyl to create special effects, as in the illustration above. This is also a valuable technique when first learning to apply vinyl, because it is so forgiving. Application fluid, such as Summa's Easy-Tack, is a vital part of any well-equipped sign shop.

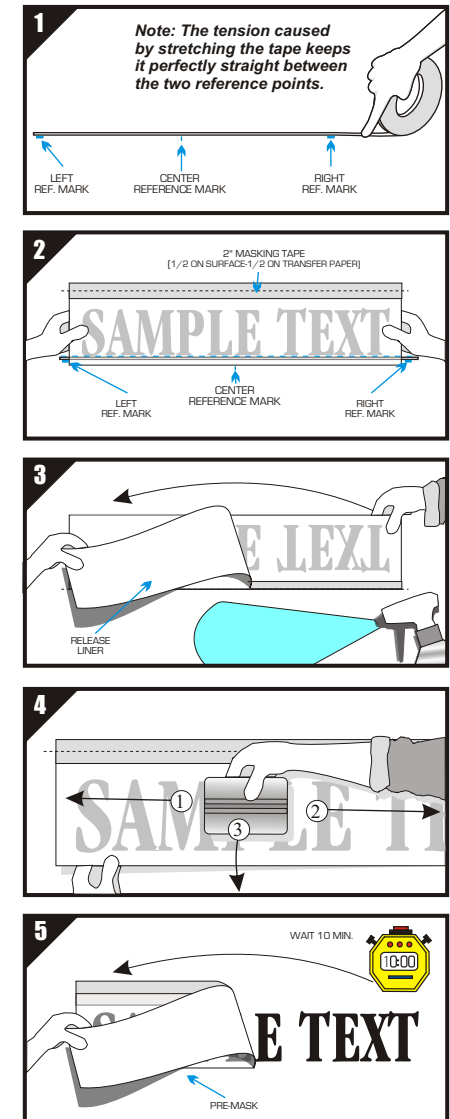
## Method #1 Horizontal Hinge

### Tools Needed:

Squeegee; Grease Pencil (white or blue only!); 2" & 1/4" Masking Tape; Tape Measure

*Prepare your surface and vinyl as outlined on pages 3 and 4 prior to employing this technique.*

- With your grease pencil, mark the center and edge points along the baseline of your image area. Then mark your base line with a strip of 1/4" masking tape (on smaller jobs, simply draw the baseline with your grease pencil).
- Apply a strip of 2" masking tape across the top of your prepared vinyl (see page 4 for proper pre-application), leaving 1" of overhang. Now align the reference points on your vinyl with those on the substrate and press the overhanging tape to create a hinge. You can now remove the tape marking your baseline and clean any remaining tape residue or grease pencil marks.
- Hinge your image upward until it lays flat against the substrate above and remove the release liner (backing paper). Then spray a thin coating of Summa Easy Tack application fluid to the surface below.
- Let the material hinge back down holding it away from the surface with one hand. With your opposite hand, squeegee the image in continuous, firm strokes. Start with one stroke to the left, then right and finally down the middle.
- Wait at least 10 minutes, then slowly peel away the pre-mask (application tape) at a 180 degree angle from the surface starting in the upper right-hand corner and slowly pulling down and left. If the pre-mask does not release easily, spraying the outside with application fluid will help release it from the vinyl lettering or graphics.



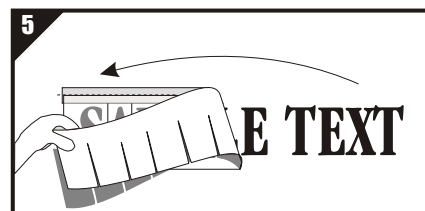
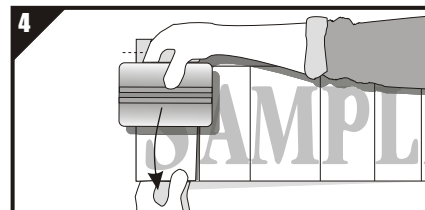
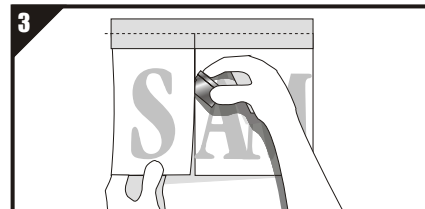
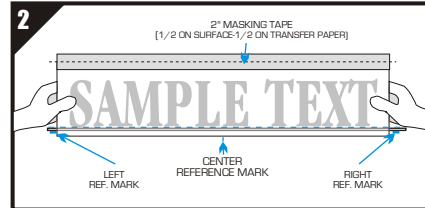
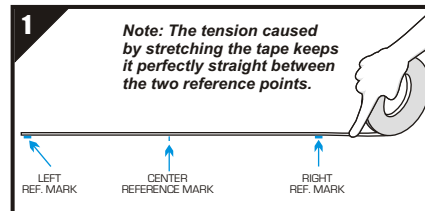
## Method #2 Sliced Horizontal Hinge

### Tools Needed:

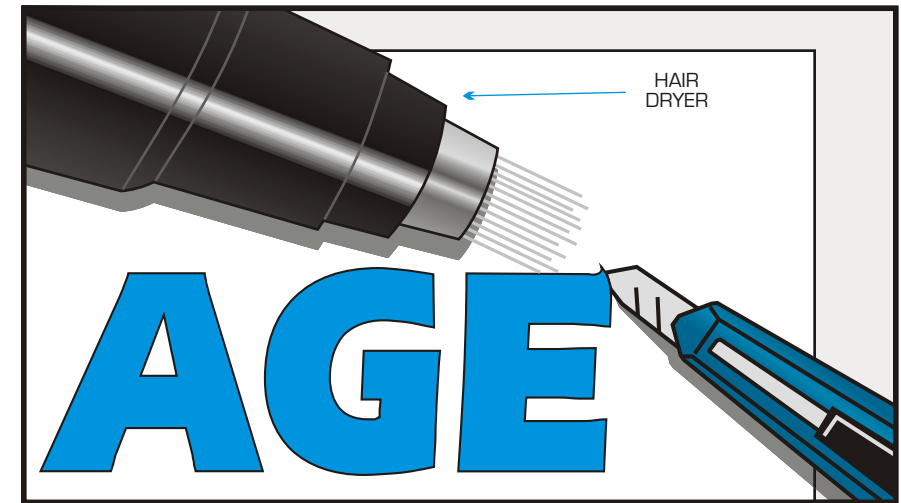
Squeegee; Grease Pencil (white or blue only!); 2" & 1/4" Masking Tape; Tape Measure

*Prepare your surface and vinyl as outlined on pages 3 and 4 prior to employing this technique.*

- 1** With your grease pencil, mark the center and edge points along the baseline of your image area. Then mark your base line with a strip of 1/4" masking tape (on smaller jobs, simply draw the baseline with your grease pencil).
- 2** Apply a strip of 2" masking tape across the top of your prepared vinyl (see page 4 for proper pre-application), leaving 1" of overhang. Now align the reference points on your vinyl with those on the substrate and press the overhanging tape to create a hinge. You can now remove the tape marking your baseline and clean any remaining tape residue or grease pencil marks.
- 3** With your Summa Utility Knife, carefully cut between the letters or graphic elements so that each hinges independently. Cut from the bottom edge to the middle of the masking tape hinge to allow for easy removal of the release liner in sections.
- 4** Lift each section up (one at a time) until it lays flat against the substrate above it. Remove the backing paper, then while holding your image away from the surface with one hand, squeegee with other in continuous firm strokes. Repeat this step until all of the sections have been applied.
- 5** Slowly peel away the pre-mask (application tape) at a 180 degree angle from the surface starting in the upper right-hand corner and slowly pulling down and left.



## Removing Vinyl

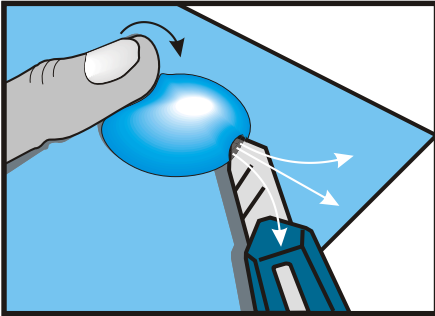


### VINYL REMOVAL WITH A HAIR DRYER

Vinyl graphics are easily removed within the material's recommended life-span (3 to 5 years for intermediate vinyl, 5 to 7 years for premium). Simply apply a small amount of heat to the area to be removed, such that the surface is warm to the touch. Peel the corner back with a knife or tweezers until it is possible to grasp the material in your fingers. Then slowly pull at a 90 degree angle; applying small amounts of heat if necessary. When you are finished removing the desired image, wipe down the surface with an adhesive remover recommended for vinyl; Citra-Solve from Summa is an excellent adhesive residue remover, as is Mineral Spirits (not turpentine!). Be sure and test a small area to insure no damage to your finish.

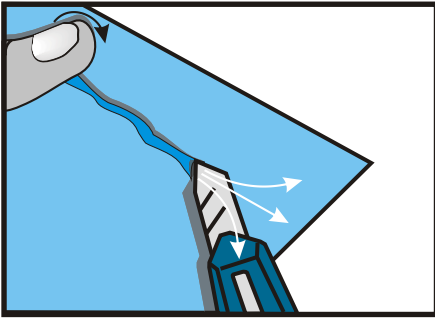


## Removing Bubbles & Wrinkles



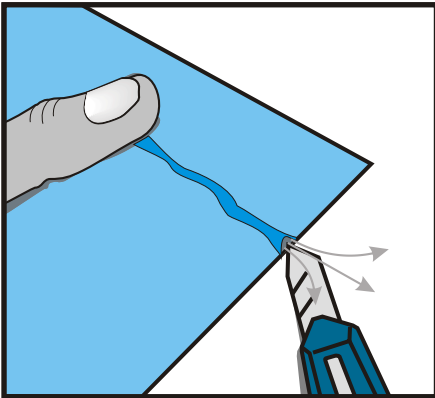
### BUBBLES

If your image has tiny bubbles across the surface when you have finished your installation, most will disappear within a few days of exposure to the sun. For larger bubbles, you can make a tiny - barely visible - incision in the side of the bubble. The air can then be gently removed by rolling your finger over the bubble towards the incision. Be sure to use a razor-sharp knife (Summa Utility Knives are ideal) when slitting the bubbles to avoid gouges which can remain visible after smoothing.



### WRINKLES - Interior

You can repair most interior wrinkles in the same way you would a bubble, since they both are essentially trapped air. Cut a small incision and slowly roll your fingertip towards the opening. If a "crease" develops (the adhesive backing is stuck to itself), applying warm air will loosen the material allowing it to be smoothed out with your finger or a squeegee. **Note:** when applying heat, be gentle (low setting on a hair dryer; if using a heat gun be very cautious).



### WRINKLES - Edges

Wrinkles which extend to the edge of your vinyl can often be removed by gently lifting the edge to allow an air passage, then smooth with your fingertip. If a "crease" remains, applying warm air to as described above.

**Note:** these techniques won't solve every problem. If creases or other imperfections remain visible, it is best to replace the effected letter or graphic element than to compromise your client's satisfaction.

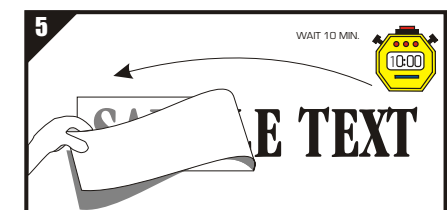
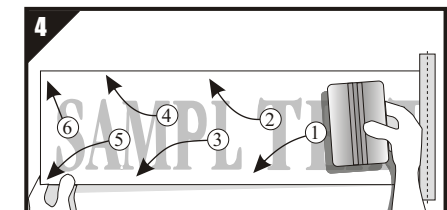
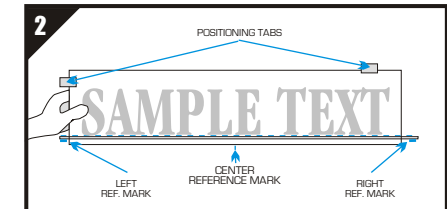
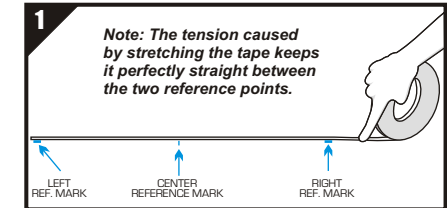
## Method #3 Vertical End Hinge

### Tools Needed:

Squeegee; Grease Pencil (white or blue only!); 2" & 1/4" Masking Tape; Tape Measure

*Prepare your surface and vinyl as outlined on pages 3 and 4 prior to employing this technique.*

- 1 With your grease pencil, mark the center and edge points along the baseline of your image area. Then mark your base line with a strip of 1/4" masking tape (on smaller jobs, simply draw the baseline with your grease pencil).
- 2 Align the reference points on your vinyl with those on the substrate and secure your image in place with small pieces of masking tape. You can now remove the tape marking your baseline and clean any remaining tape residue or grease pencil marks.
- 3 Apply a strip of 2" masking tape to one end of your image allowing for 1" of overhang, then remove the two small pieces of tape that are holding your image in place.
- 4 Remove the release liner using essentially the same technique as outlined in the horizontal hinge method (see page 4) and spray AirMark Easy Tack application fluid onto your surface. Now holding your image away from your substrate - approximately 1" above the surface - squeegee the image with continuous, firm strokes.
- 5 Wait at least 10 minutes, then slowly peel away the pre-mask (application tape) at a 180 degree angle from the surface starting in the upper right-hand corner and slowly pulling down and left. If the pre-mask does not release easily, spraying the outside with application fluid will help release it from the vinyl lettering or graphics.



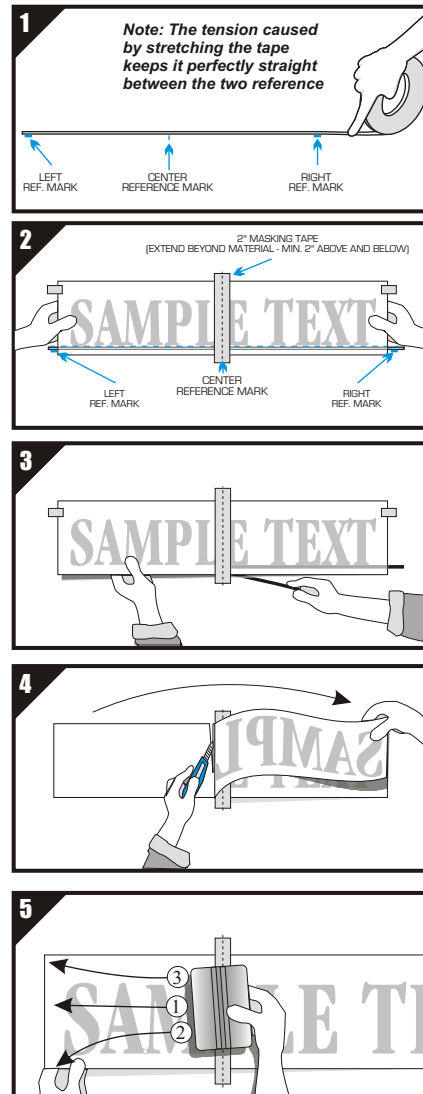
## Method #4 Vertical Center Hinge

### Tools Needed:

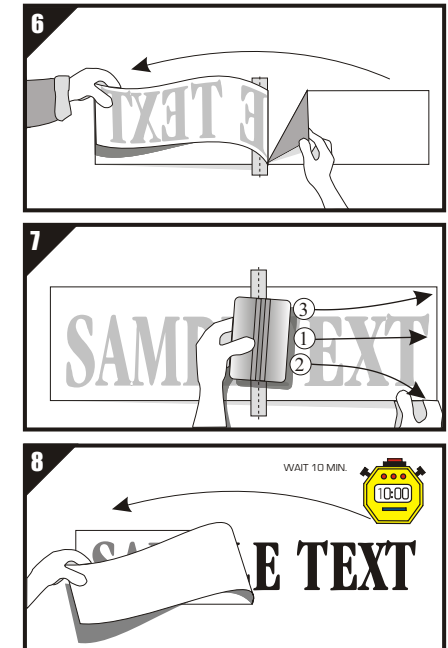
Squeegee; Grease Pencil (white or blue only!); 2" & 1/4" Masking Tape; Tape Measure

*Prepare your surface and vinyl as outlined on pages 3 and 4 prior to employing this technique.*

- 1 With your grease pencil, mark the center and edge points along the baseline of your image area. Then mark your base line with a strip of 1/4" masking tape.
- 2 Align the reference points on your vinyl with those on the substrate and secure your image in place with two small pieces of masking tape at each upper corner. Now apply a strip of 2" masking tape, vertically along the center reference mark. Be sure the tape extends at least 2" above and below your material.
- 3 Gently lifting the bottom edge, remove the tape marking your baseline and clean any remaining tape residue or grease pencil marks.
- 4 Starting on one side, remove the small strip of tape holding the corner and fold your material to the side until it lays flat against itself. Peel back the release liner, then cut it away at the hinge point. With the release liner removed, spray a light coating of Summa Easy Tack application fluid onto this half of your application surface.
- 5 While holding material away from the surface of your substrate, squeegee the image with continuous, firm strokes. Start by making one stroke across the middle of your image, then work it out to the top and bottom edges going from the middle outwards.



- 6 Repeat step 4 on the opposite half of your image. Please note that on the second half you will need to fold the material just past the hinge point in order to remove all the remaining release liner, once it has been peeled away from your vinyl.
- 7 As in step 5, squeegee the image with continuous firm strokes, beginning in middle and working to the sides. Then squeegee the entire image to remove all remaining application fluid from behind your material.
- 8 Wait at least 10 minutes, then slowly peel away the pre-mask (application tape) at a 180 degree angle from the surface starting in the upper right-hand corner and slowly pulling down and left. If the pre-mask does not release easily, spraying the outside with application fluid will help release it from the vinyl lettering or graphics.



*Using the Vertical Hinge Method is extremely useful when installing large images without an assistant. This method allows a person to install images up to eight feet in length by cutting the job into two four foot halves — as in the vehicle illustration below.*

