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GRAPHICS

Application instructions for Avery® 6904 Easy Apply   issued: **06/05/2002**

Introduction

Avery 6904 Easy Apply is a premium quality cast screenprint film designed for use in fleet marking and corporate identification applications providing enhanced ease-of-use during application. The repositionable adhesive system features a sophisticated patented technology that allows the expulsion of air during application. This easy-to-apply feature offers the benefits of faster "bubble-free" installation of interior and exterior graphics. Compared to standard permanent and repositionable adhesives, this new feature helps make experienced applicators more productive, with all the resulting cost benefits. It also assists less experienced applicators in the handling of self-adhesive material to achieve professional looking graphics.

Application

1. Prepare the application surface.
    A clean, dry application surface is absolutely necessary to facilitate the proper bonding of an adhesive to the application surface. Refer to Technical Bulleting 1.1. Cleaning and Preparation of application surfaces for specific technical recommendations.

2. Check the recommended application temperature for film, air, and substrate.
−   Lower temperatures than recommended restrict good adhesion properties, which increase the risk of a graphic failure due to too low levels of adhesion.
−   Avery 6904 Easy Apply has a broad application temperature range. While the film can be applied at the lower end of the temperature range, more pressure will be needed and it will take longer for a functional bond to be achieved during application. Until a "functional" bond is achieved, it is risky to remove premask or allow a vehicle to be transported. Higher heat and humidity conditions may also make a graphic more difficult to re-position once it has made contact with the applications surface. If the air temperature or the application surface temperature exceeds 40°C, Avery 6904 Easy Apply performance may be limited.
−   For optimal performance and ease-of-use characteristics at application, a minimum temperature of 16°C is recommended.

3. Apply the graphic (refer to Techinical Bulletin 1.4 Application methods for Avery self-adhesive films and Technical Bulletin 3.9 Application of Avery 900 Supercast)
−   Be sure the air, film and substrate are within the temperature range recommended for the film.
    Avery 6904 Easy Apply is designed to work with a variety of tools and techniques. Whatever the tools or technique, it is important to use enough pressure to make sure the graphic firmly adheres to the substrate. *(Pre-masked graphics require additional pressure).*
−   Overlap all strokes by about 50%.
−   If a squeegee is used, hold it at a 50-70° degrees to the surface. *The flatter the squeegee the better!*

4a. Locate where to position graphics and mark the spot using small pieces of masking tape.
4b. If the graphic is less than 1 m², remove the entire liner. Position the graphic on the marked
    points using light tacking pressure similar to other Avery materials.

IMPORTANT: DO NOT USE WET APPLICATION PROCEDURE!

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4c. Squeegee the film using moderately firm, overlapping strokes, making sure the applicator is close to flat with the substrate along the entire length of the stroke.

5   Remove air bubbles and tenting around rivets by use of an air release tool and heat source.
5a. Air bubbles in an installed graphic can be removed easily. Just apply pressure to the middle of the bubble with your thumb and rub out toward the bubble edges. The air will disperse along the air egress channels. There is no need to make air release holes unless the air bubble is very large (> 3-4 cm diameter). In that case, use an air release tool and remove the air using conventional techniques.

5b. Tenting around rivets can be handled in one of two ways:
−   Use an air release tool, heat source, and rivet brush. (See Tools)
−   Fix the film to the top of the rivet head, then force air away from the rivet and into the flat area surrounding the rivet head. Use an air release tool and make a small hole to release the air then, heat the film around the rivet. While still warm, press the film down tightly around the rivet head using a squeegee with felt covering, rivet brush, and/or your thumb.
To secure the film around the rivet head, a heat source *must* be used and work the film in a circular motion back towards the base of the rivet head.

Tips on Good Re-Squeegee Techniques:

−   Wait at least 5 −10 minutes after the application to allow the adhesion to build to the functional bond level.
−   Remove the pre-mask.
−   Re-squeegee all graphic edges, overlaps and seams using firm pressure. Use a squeegee with a felt cover to prevent scratching or damage to the decal.
−   Re-squeegee is a must on ALL edges of the decal.

5.0 Tools and Techniques

Avery 6904 Easy Apply can be applied using traditional tools, such as:
Traditional tools include:
−   Squeegee
−   Squeegee with felt cover
−   Heat Source
−   Razor Knife
−   Rivet Brush
−   Air Release Tool (Straight Pin)
−   Masking Tape
−   Marking Pencil