

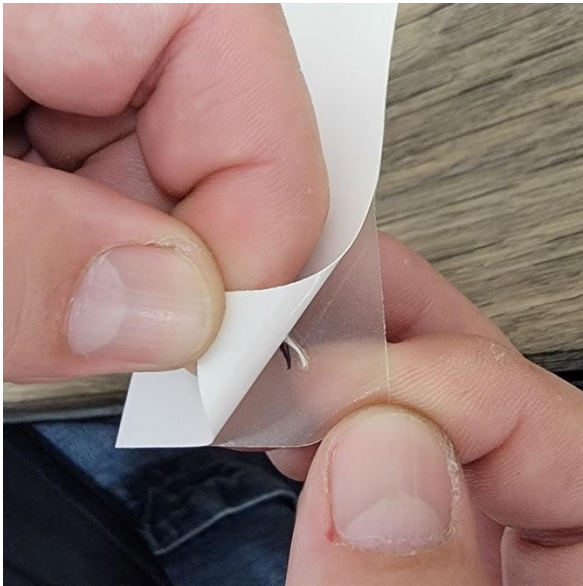


“DISWASHER RESISTANT” MAGIC FILM (DR) USE AND APPLICATION TIPS

Magic Decals are an excellent alternative to stickers and cut vinyl products. Magic Decals are extremely durable, offering scuff and scratch resistance with a tough protective finish. Magic Decals are also capable of withstanding exposure to harsh chemicals, and cleaning solutions. Magic Decals have an aggressive adhesive, which provides superior adhesion to a wide variety of surfaces and are dishwasher resistant. Magic Decals are the answer for short run product customization, without large minimum order quantities (MOQ's). Ideal for decorating difficult surfaces that are not capable of being directly printed to. Magic Decal applications are limited only by your imagination. Give them a try. Once you start using them, you may not be able to stop!

Cut (out/off) desired decal from master sheet using scissors, razor blade or plotter cutter. Next, separate the White Backing Film and Transfer Film to ready Magic decal for application. As straight forward as this may seem, separation technique, and proper handling are two key components that will help lead to successful application.

1. Using your fingertip, or tape tabs, begin separating the corners of the White Backing Film and Transfer Film/decal far enough apart, to enable you to place a fingertip on a corner of the exposed Transfer Film.





2. Place decal on a hard flat surface with the White Backing Film face up, and the Transfer Film/decals face down.



**** Separate like this, on flat surface ****



Not like this. Pulling apart may cause the image to "hang back".



3. Place fingertip on an exposed corner of the Transfer Film/decals that's face down on a hard flat surface (as shown in top photo #2). Start to **SLOWLY AND GENTLY SEPARATE the two films, by ROLLING the White Backing Film away from Transfer Film/decals being held down until completely separated.** While doing this, check to ensure that if decal contains "intricate" artwork or text, that it's properly releasing from the White Backing Film onto the Transfer Film.
Note: If you see that the decal's artwork or text is starting to "hang back" (as shown in bottom photo #2) on the White Backing Film when separating, do the following. Lay White Backing Film back onto Transfer Film and Press firmly or rub on the areas where separation is occurring, then continue rolling it away from the Transfer Film. Doing this will help recapture intricate artwork or text to the Transfer Film. If necessary, repeat the above steps until all artwork or text is attached to the Transfer Film. Discard White Backing Film, and you're ready to apply your Magic Decal.
4. **Applying Magic decal.** Care should be taken to avoid trapping Air Bubbles between the decal and target surface. Clean all surfaces with Isopropyl Alcohol to help ensure proper adhesion. **NOTE:** Make sure that prior to applying decal to intended surface that it's **properly positioned.** Once decal comes in contact with surface it **CAN NOT be repositioned.**





5. **Start Transfer Application.** With the Transfer Film containing decal in hand, properly position and apply it to the intended object. We suggest that you start applying the decal from a leading edge of the Transfer Film. Another option is to gently attach the center of the decal to the object, and then do the following. We recommended using a finger to smooth out the surface of the Transfer Film/decal as you're applying it. When smoothing out the decal, do so by either working it from one side to the other, or from the center of decal to the outside edges. Whichever method you choose, it is **Important!** that the decal is in full contact with the intended surface, and no air bubbles or voids are between them.

6. **Finish Transfer Application.** After Transfer Film and decal are attached. Use a squeegee or other smooth rigid object, and rub firmly over the decal, to ensure that it's solidly attached. Then **Using SLOW to MEDIUM speed, peel the Transfer Film away from the decal.** **NOTE:** If portions of the decal's artwork or text are not adhering properly to the surface and are "hanging back" on the Transfer Film, use the same technique noted in 3. Lay Transfer Film back onto the object/surface being applied to and continue rubbing over decal until it is fully transferred. Repeat if necessary.
NOTE: For some decal applications, particularly glassware, you may find that the Transfer Film leaves **adhesive residue** behind. Also, **intricate graphics tend to fracture** more easily than large surface area ones. Use this **TIP** to help reduce or eliminate this phenomenon. **PRIOR to peeling the Transfer Film away from the decal.** Apply **WARM AIR** for approximately 10-15 seconds to the surface of the Transfer Film/decal. Warm air helps soften the Transfer Film adhesive, making it easier to remove from the surface that it's attached to.