

~ how to apply your letters ~

BEFORE YOU START

- Look over your order to make sure you are happy with the color, letter style, and size.
- Hold it up to the area you have chosen to make sure it will fit.
- Avoid applying the vinyl lettering onto freshly painted walls. Let paint ‘cure’ for 3-4 weeks.* Doing this will make it easier to remove the letters in the future without damage to the paint. When you do wish to remove the vinyl letters—use a hairdryer to ‘warm’ up the vinyl and it should come off easily.
- ★ ★ **NOTE:** *Our vinyl products will not stick as well on walls painted with ‘LOW VOC’ paints— also referred to as ‘low odor’ /clean air formulas! We recommend using regular latex paints. Our vinyl products adhere best to smooth, egg-shell, semi-gloss, or gloss finish paints. If possible also avoid very flat/matte finishes; latex paints that contain stain-blockers; highly textured paint; or freshly painted walls.*
- ★ **WATCH** a simple how-to VIDEO online : <http://www.wordplaydesigns.net/#!/c2269>

YOU WILL NEED:

- masking tape or painters tape (scotch or other types of tape may damage painted walls)
- a credit card / or spatula (for applying pressure to the letters)
- a LEVEL or measuring tape to make sure your words are straight

YOUR LETTERS come on a sheet made up of three layers.

- **Top Layer** = masking paper (through which you can see your letters)
- **Middle Layer**=the vinyl letters
- **Bottom Layer**=white, shiny backing paper

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- STEP 1:** Hold up the quote in the desired location and **lightly tape it in place** with masking tape.
- STEP 2:** **Using a level, make sure the letters are straight.** Adjust the letters as needed by loosening your masking tape and re-taping in the right place. (Do not use the edge of the paper as a guide as the paper may not be cut straight.) *(You may also measure with a tape measure - measuring from the floor or ceiling to a few points along the lettering. Measure from letters at the beginning, middle, and end of phrase to make sure that the whole phrase is straight.)*
- STEP 3:** Once you’ve got the letters straight, place a long piece (or two) of masking tape **VERTICALLY** down the center of your phrase—to hold it in place (or horizontally). If you are working with a large quote, have another person there to help you!
- STEP 4:** Flip one side of the lettering **back**, and **carefully peel off** the white backing paper to center point. **Watch closely** as you peel off the backing that the vinyl letters are not being peeled off with it! Tear or cut that half of the backing paper off, and carefully smooth down the letters starting from center. **Then remove the other half of the backing paper** and smooth out the rest of the letters. **(tip: make sure to remove ALL the backing paper in this step—don’t leave any behind.)*
- STEP 5:** Using a plastic scraper (or credit card), rub over the entire image to smooth out any bubbles and adhere the letters to the wall.
- STEP 6:** **Carefully** peel off the top masking layer to reveal your letters. Pull at an angle and watch closely that the letters are sticking to the wall and not the paper. If any letters are pulling up, re-rub onto the wall, or help pull it off with your fingers. **Tip: If any letters or pieces are acting like they don’t want to stick to the wall, try using a hair dryer to warm up the vinyl and that should help them adhere securely.*