



from

# CounterPoint®

Durable Counter Mats



Eye-catching **FloorPoint™** floor graphics are great for short-term (up to 6 months), indoor promotions in supermarkets, convenience and department stores, theatres, restaurants, hospitals, museums, shopping malls, night clubs, airports, exhibit halls, sports arenas, schools – basically any place with a floor!

### Base Material:

**FloorPoint™ Adhesive Base** The adhesive keeps the product in one place for up to 6 months. Removes easily when the promotion changes.

### Surfaces: **Vynex®**




A durable, textured, matte finish and our **most popular** surface.

### **Krystex**

A durable, "krystal" clear, gloss finish.

1-4 PMS or Process Print: **Included**. Imprint Method: Offset Lithography. Lead Time: 7 working days  
Rush Services available. Minimum Order: 250

### Sizes & Shapes:

	&		
10" x 15"			10"
11" x 17"			11"
12" x 18"			12"
14" x 19"			14"
16" x 20"			16"
17" x 26"			17"

# FloorPoint™ Installation, Pricing and General Information

**Usage:** FloorPoint™ floor graphics are recommended for **short-term** (up to six months), **indoor** signage in supermarkets, convenience and department stores, restaurants, theaters, hospitals, museums, shopping malls, night clubs, airports, exhibit halls, any place someone can benefit from your message.

**Floor Surfaces:** In order to ensure proper adhesion, we recommend application to smooth, flat, hard floor surfaces such as tile floors, ceramic tile, waxed and un-waxed vinyl, sealed wood, and sealed concrete. Textured surfaces are not recommended.

## INSTALLATION INSTRUCTIONS

**Materials:** Squeegee or stiff cardboard or clean cloth; pin or needle; proper cleaning supplies; water; liquid soap that does not contain moisturizer.

- 1) Thoroughly clean the intended surface** removing any grease, wax, and dirt with a mild detergent. If necessary, use a solvent cleaner or mineral spirits to remove oil and grease. After cleaning, the surface should then be rinsed with clean, warm water and dried with a clean, lint-free cloth.
- 2)** Mark the desired floor graphic position on the floor.
- 3)** Keeping fingers away from the adhesive, peel release liner approximately 1" from the top of the floor graphic. Fold down and crease the release liner.
- 4)** Align and apply the floor graphic starting at the top. If the floor graphic is large, it is recommended to spray the floor with a mixture of 1-2 drops of liquid soap per gallon of water. Remove the release liner a little bit at a time, and squeegee as you go. Use firm, overlapping strokes with the squeegee, stiff cardboard or clean cloth. **All edges and corners must be applied with firm pressure.**
- 5)** When more than one panel is involved, butt the edges together. Never overlap the graphic panels.
- 6)** If air bubbles occur, puncture with a pin or needle and smooth down with the squeegee.
- 7)** After application is complete, do not polish floor graphic or surrounding floor for 24 hours.

**Edge Sealing:** Sealing the edges of the floor graphic is normally not required if the graphic is properly installed. However, edge sealing will provide maximum durability under difficult exposure conditions. If required, a varnish type formulation, floor wax, or clear top coating formulation may be applied around the edges of the graphic.

**Removal:** The floor graphic can be removed by lifting a corner of the floor graphic and peeling back the graphic at a sharp angle (less than 45 degrees) using short quick strokes. Any adhesive remaining on the surface may be removed using a mild detergent, mild solvent, or isopropyl (rubbing) alcohol. **FloorPoint™ floor graphics are NOT repositionable. Once adhered to the floor, the floor graphic cannot be reused.**

**Safety:** The above surface preparation and installation instructions must be followed to obtain the secure adhesion required to prevent any accident or tripping. **If the floor graphic's edges lift at all from the floor, it must be immediately removed.**



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