

# Questions to Ask Checklist

Question to Ask	Reason	Customer Answer
<p>What is the substrate/application?</p>	<p>Are they doing graphics for windows, walls, floors or are they doing a car, truck, bus or trailer wrap? Durability expectations and film types will vary directly based on the application.</p> <p>It is essential to ascertain the nature of the substrate as ultimate adhesion values will vary with different substrates. Check if the application surface for the complete job is made of the same material.</p>	
<p>What durability is required?</p>	<p>Determine the durability or life of the graphics the end customer is expecting. This will help in specifying the exact product required to meet performance expectations. Be careful when mixing calendared and cast products for the same job. Although acceptable, it depends on the expectations, substrate, etc for each graphic being used for the job.</p>	
<p>Is a permanent or removable adhesive required?</p>	<p>A POP application applied to a foam board or other disposable surface can be permanent adhesive. However, if the substrate is glass, painted metal, or another disposable surface, then a removable adhesive may be a better fit.</p>	
<p>Is the surface painted or unpainted? If painted, what is the finish?</p>	<p>The smoothness or finish of the surface will have a direct bearing on how quickly the adhesive reaches ultimate adhesion.</p> <p>If the surface has just been painted or primed, then the coating should be thoroughly dried and cured (outgassed). Some paints or primers can be “touch-dry” within a few hours, but curing may take place for up to 30 or even 90 days. Graphics applied too soon can trap the outgassing solvents causing bubbling of the graphics, adhesive softening, film distortion and even failure of the graphic.</p>	
<p>Wall Graphics -What is the paint finish and type of paint? -Were the walls just painted?</p>	<p>In recent years Low or No VOC paints have become more and more popular. Many films (adhesives) are having issues sticking to these paints. These paints also take longer to “cure”. They typically require a full 30 days for complete curing and even then there may be adhesion issues. Some can be overcome by wiping the wall with isopropyl alcohol, however sometimes this doesn’t work and a high tack adhesive will be required. If this is the case, it is important to advise the customer that this film will not remove without damaging the wall.</p>	



Graphics Solutions

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Is the substrate smooth or textured?	If the surface is flat but heavily textured, a more conformable film may be required vs a smooth surface that doesn't require any type of conformability.	
Is the surface uneven? Does it have rivets, corrugations, seams, extreme contours?	These are typical surfaces for fleet and vehicles, which means a conformable cast film is going to be the best option. A cast film will conform over rivets, corrugations, and the contours of vehicles. Even if a vehicle is to be re-wrapped every 2-3 years, a cast film will still be the best choice for optimal overall appearance and performance.	
What is the total size of the job or surface needing coverage?	<p>The size of the job will affect decisions on the print run, number of colors, format, etc. Contact your sales representative to discuss large opportunities.</p> <p>For large fleet jobs it may make sense to plan on running extra sets of graphics to use for lost panels or repairs. A good rule of thumb is 10%.</p>	
Fleet/Vehicle How many vehicle types or trailer lengths are there?	For vehicle or fleet opportunities it is important to understand the number and different styles of vehicles before doing the design. It may be possible to design a scalable graphic that can be used on different sized vehicles. Early cooperation with the designer is essential to success.	
What are the application conditions? Inside or out, warm or cold, wet or dry....	<p>Self-adhesive graphics work best if they are squeegeed onto a clean, dry surface in normal working temperatures. If graphics are to be applied outdoors in cold weather on cold surfaces, a specialty product may be required. Refer to the Product Data Sheets for recommended application temperatures.</p> <p>If it is too hot, the adhesive aggressiveness increases; too cold and adhesion aggressiveness decreases. Referring to the PDS shows each adhesive backed vinyl has its own specific requirements to ensure durability especially expected and warranty coverage.</p>	
What finish is the end customer looking for on the graphic? Gloss, luster, matte	For certain applications, the customer might prefer gloss, matte or luster finish. The desired finish will determine the face film of the vinyl or the finish of the overlamine if one is being used. For short term applications an overlamine may not be required so the face film finish would determine the final finish.	



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Does the graphic require a protective overlaminate or clear coat?	<p>For short-term graphics, the end customer could be presented with the question of to have a protective laminate or not. The customer needs to understand the value to make an informed decision.</p> <p>Laminates or clear coats can heighten or lower the appearance of the graphic and add abrasion and fade resistance to protect the graphic.</p> <p>It is also important to provide guidance to the customer. For example, a matte or satin finish will be a better choice on a wall because a gloss will highlight all of the imperfections of the wall. The same should be considered for a floor graphic; a gloss laminate may cause too much glare where a satin will still provide a nice sheen but not dull the overall graphic appearance.</p> <p><b>Rule of thumb: a cast laminate can be used on cast or calendered base film, but calendered laminate can only be put on calendered base film.</b></p>	
How will it be printed?	<p>It is important to confirm that the product to be recommended is suitable for the various methods of digital printing as well as the application. For example, not all UV print platforms have inks conformable enough to use for fleet and vehicle applications. Also, not all inks are equal. Some only have a 3 year durability while others have 5 or even 7 year durability. It is important to contact your Avery Dennison sales or technical representative for more information.</p>	
Will the most suitable and cost-effective products be used?	<p>Close cooperation between the designer, end-customer, converter, distributor and Avery Dennison sales and technical personnel will ensure a “problem free” application. Experience has proven that a meeting or discussion with all parties present before a final decision is taken ensures “getting it right” the first time. Whether for one graphic or 500 graphics, a failure is a failure and that does not bode well for anyone.</p>	
Who will apply the graphics/film?	<p>If the decal is to be applied by an experienced team, then no problem should arise. If application is to take place at a number of locations by untrained staff, then it is recommended that a professional application service should be considered.</p>	
For large runs, how will the decal be stored and for how long?	<p>Decals can deteriorate if stored. It is important to store them at the recommended temperature and humidity conditions.</p> <p>Should never be stored in direct sunlight, near a heat source such as a radiator, in damp places or close to the roof of workshops or factories.</p>	



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How is the vehicle or surfaces cleaned or washed?	Frequent power washing can be a concern and understanding the methods and frequency to wash/clean is important. Reference Avery Dennison IB <a href="#">1.20</a> and <a href="#">1.50</a> for cleaning recommendations.	
What is the warranty expectation?	It is important to fully understand the end customer expectations for performance and the protection if a graphic fails. The combination of print equipment, ink, media and laminate determine the expected warranty protection. Avery Dennison offers <a href="#">ICS Performance Guarantee</a> warranties for most the most common printer/ink combinations. Contact your Avery Dennison sales or technical representative for the ICS PG documents.	



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