

SECTION 1000 – GENERAL SPECIFICATIONS

4) STORE CONCEPT STATEMENT

Application



- Measure width of “Store Concept Statement”
 - A. Subtract from door width
 - B. Divide by 2 to get starting point (in inches from the door edge) to place “Store Concept Statement”.
- Bottom of “Store Concept Statement is to be no lower than 4’ and no higher than 4.5’ above ground. Place “Store Concept Statement” in door pane.
 - A. On the OUTSIDE of the door, use a Sharpie to place small dots on your “Square line” to show level and boundaries for placement.
 - B. Thoroughly clean the door/placement area
 - C. Using a spray bottle with warm water/soap mixture, heavily saturate the door area.
 - D. Apply the decal using your “level and boundaries” dots.
 - E. DO NOT REMOVE PAPER BACKING YET!
 - F. Use plastic card/squee-gee to remove air bubbles. Check by looking at the statement from outside
 - G. Allow decal to thoroughly dry before removing paper backing
 - H. Once dry, use a small pin to prick the holes in any remaining air bubbles. Press the bubbled area against the window and lightly rub with a plastic card to adhere to window.
- Remove the guide marks on the outside of the window using cleaner and scraper.