
Avery Dennison[®] Instructional Bulletin 1.8 Vehicle Wrap and Graphics Maintenance

Revision 2

Introduction

Producing quality vehicle graphics and wraps is important; however ensuring it stands the test of time is paramount. An applied vehicle graphic or wrap is often overlooked in terms of care and maintenance, this document describes the correct methods for caring for your vehicle graphics and wraps, using Avery Dennison's range of Supreme Wrap Care products.

Infrequent, lack of or incorrect maintenance can lead to the vehicle graphics degrading prematurely and not lasting the expected duration. It is the responsibility of the vehicle owner to ensure regular care and maintenance is carried out as per the recommendations in this Instructional Bulletin, neglecting to do so will reduce the durability and performance of the product.

Avery Dennison Supreme Wrap Care is a specially designed system for cleaning and maintenance of decals, graphics and wraps. The range includes a Cleaner, Power Cleaner and Sealant. These professional grade products, are easy to use water based products.

Avery Dennison's range of Supreme Wrap Care products are suitable for use on any of Avery Dennison's cast wrapping films including but not limited to: Supreme Wrapping Film, Conform Chrome, DOL 1000 Series Gloss/Matte, DOL 1000 Z Series Gloss / Matte, DOL 6460 High Gloss, and Avery 900 Supercast Series.

Important Information

Important Note: If the graphics have reached the end of their intended service life or you notice any decline in the appearance, loss of gloss, discolouration, cracking, crazing or degradation of the film, you must contact the company that installed the graphics for assessment immediately.

Important Note: As with all graphics films, it is important to avoid using any hard solvents (i.e. IPA (Isopropyl Alcohol) or Avery Dennison Surface Cleaner) directly on the surface of Avery Dennison films during the application process or afterwards when cleaning. Use of these products directly on the surface may cause matting, loss of gloss and prematurely degrade the film.

Important Note: Avery Dennison films, graphics and wraps should not be cleaned or washed within the first 48 hours after applications. After this initial period it is recommended to clean the graphics and wraps at least once a month, or more frequently depending on the end-use conditions or user preference.

Important Note: Avery Dennison films if left in constant contact with dirt, grime and contaminants, will eventually degrade, especially if left uncleaned and exposed to UV light and heat. Always park the vehicle in shade or under cover whenever possible.

Important Note: Spot cleaning of surface contaminants like bugs, bird droppings, tree sap and tar is required immediately, as it can stain and damage the Avery Dennison film, use Supreme Wrap Care Power Cleaner, followed by Supreme Wrap Care Cleaner to remove.

1. Avery Dennison Supreme Wrap Care instructions for use

Important Note: Hand washing with a dedicated car wash is the preferred cleaning method.

- It's important that the detergent is specifically designed to be used for vehicles;
- Free from abrasive components;
- Does not contain any additional waxes or polishes;
- Ideally PH Balanced, thus not highly acidic or alkaline (pH level between 5 and 9);
- Free from damaging chemicals like: Alcohol, Acids, Ammonia, Chlorine, Glycol Ethers, Harmful
- Detergents, Petroleum Distillates and Phosphates
- Do not use common home dishwashing detergents, or any soaps not designed for vehicle washing.

1.1 Protection of newly applied decals, graphics or wraps



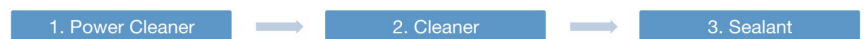
- After the installation is completed, wipe down the graphics or wrap with a microfiber towel to remove any fingerprints, streaks, dust or other light surface contaminants. It is important to start with a clean surface before applying the Avery Dennison Supreme Wrap Care Sealant.
- To clean the film, spray the Avery Dennison Supreme Wrap Care Cleaner onto a microfiber towel and also directly onto the surface, a small amount of cleaner will go a long way so only use 2-3 sprays. Wipe the surface clean, then turn the towel and dry.
- After cleaning the entire area, apply the Avery Dennison Supreme Wrap Care Sealant. Note: DO NOT apply the sealant on a hot surface or in direct sunlight.
- Spray the Avery Dennison Supreme Wrap Care Sealant directly onto the film surface. Using a new microfiber towel, wipe the sealant onto the surface using a circular motion, working in small sections at a time. Remove sealant from the surface before it dries, by buffing in a circular motion. Repeat these steps moving to the next section of the vehicle.
- The Avery Dennison Supreme Wrap Care Sealant will provide a protective layer and makes it difficult for dirt, bird droppings, tree sap and other contaminants to bond to the surface damaging the film.

1.2 Maintaining decals, graphics or wraps over its applied lifetime



- If the Avery Dennison film, decal or wrap is heavily soiled with contaminants, hand washing using the method described in section 2 is required before using the Supreme Wrap Care Cleaner and Sealant.
- Avery Dennison films in constant contact with dirt, grime and contaminants will eventually degrade, especially if left unclean and constantly exposed to UV light or heat.
- In order to maintain the quality of its appearance, a (re)-application schedule of the Avery Dennison Supreme Wrap Care Sealant is required.
- The application schedule will vary depending on its end-use and location. It is recommended under heavy-duty circumstances that the Avery Dennison Supreme Wrap Care Sealant be applied more frequently, even on a monthly basis.
- The Avery Dennison Supreme Wrap Care Cleaner should be used as a general purpose cleaner in between sealant applications.

1.3 Spot cleaning and difficult stains on decals, graphics or wraps



- Avery Dennison Supreme Wrap Care Power Cleaner is intended to be used as a spot treatment on difficult surface contaminants such as bugs, bird droppings, tree sap and road tar. The Power Cleaner should be applied to the contaminant as soon as possible to prevent damage.
- Apply 2-3 sprays directly onto the contaminant then allow up to 30 seconds before wiping with a clean microfiber towel. Repeat this step for stubborn hard to remove contaminants.
- Apply Avery Dennison Supreme Wrap Care Cleaner as the final treatment to remove any leftover residue.
- After using Avery Dennison Supreme Wrap Care Power Cleaner always use Avery Dennison Supreme Wrap Care Sealant to protect and restore the appearance of the film.

Note: Avery Dennison Supreme Wrap Care has been tested on a wide selection of Avery Dennison materials. We can recommend the use of the Avery Dennison Supreme Wrap Care products on gloss, satin and texture finished films. Matte finished films may be susceptible to some slight streaking on the surface. It is recommended to test the products, prior to any industrial use, on a small, inconspicuous area.

2. Other conventional cleaning agents and instructions for use

2.1 The preferred washing method is by hand using the following technique

- Start by rinsing the vehicle with clean water, removing any loose dirt or contaminants, thus avoiding scratching the graphics.
- Using the 'two bucket' method (one bucket filled with car wash and water solution and a second filled with clean water for rinsing), gently wipe the surface from front to back using with a synthetic or natural sponge or mitt, starting from the top of the vehicle and working down.
- Always rinse the sponge in the clean water before soaking in the soapy water in between sections.
- When finished, it's important to rinse the graphic thoroughly with clean water.
- Allow the water to dry naturally or dab dry with a Chamois or soft non-abrasive towel, being careful not to lift film edges.

Note: All cleaning agents shall be diluted following the instructions of the manufacturer. The cleaning solution should not be chemically aggressive: preferably in the range within the mild acid or mild alkaline limits (pH 5-9).

Important Note: The use of solvents and/or abrasive cleaning agents will damage the decal, graphic or wrap and should therefore be avoided.

Important Note: Avery Dennison does not recommend the use of automatic brush car washes, as the brush will often catch the edges of the graphic. It can also reduce the gloss finish of the graphic and cause scratching to the surface. If an automatic car wash is to be used, then a brushless system is desired.

2.2 The use of specialised vehicle spray protectant or waterless washing systems can aid in protecting the graphics from the elements

Important Note: Any specialised protectant must be free from Alcohol, Acids, Ammonia, Chlorine, Glycol Ethers, Harmful Detergents, Petroleum Distillates and Phosphates.

These products can help maintain the gloss or matte level and performance of the film, but they need to comply with previously mentioned specifications, and must be used only on a customer test and approve basis, always test in an inconspicuous location to ensure its suitability. Do not use polish or cutting agents as they will abrade and scratch the film. Products like 360 Matte Paint & Vinyl Wrap Detailer, Turtle Wax Ice or Aqanil Waterless Car Wash will aid in restoring and protecting the film.

3. High Pressure or Power Cleaning

- High pressure cleaning equipment or power cleaning may be used, provided a maximum pressure of 1200 psi (80 bars or 84 kg/cm²), and a wide angle (up to 90° spray head nozzle) is used. That's because excessive water pressure and intense water spray, can cause damage by forcing water underneath the graphic.
- If the cleaning system is heated, a water temperature of 70 degrees Celsius should not be exceeded. In order to reduce the risk of decal edge lift, a minimum distance of 30cm should be maintained from the nozzle to the film surface. Additionally, the dispenser nozzle should always be perpendicular (90° +/- 10°) to the film surface. Sharp angles of the water stream or intense localised water spray generated from a narrow angle spray nozzle, can promote decal edge lift, edge curl or de-lamination through the loss of adhesion.
- On boats and in areas prone to sea salt spray, it's important to clean the graphic more frequently. Furthermore, Avery Dennison films are not designed to be permanently submerged. We recommend cleaning boat graphics with fresh water after each use, upon removal from the sea marine environment.

Warranty and Limited Remedy

This instructional bulletin describes a technique. The information contained herein is believed to be reliable, but Avery Dennison makes no warranties, express or implied, including but not limited to any implied warranty of merchantability or fitness for a particular purpose. To the extent allowed by law, Avery Dennison shall not be liable for any loss or damages, whether direct, indirect, special, incidental or consequential, in any way related to the technique of making a graphic regardless of the legal theory asserted.

The above information provides basic information on how to apply pressure-sensitive graphics. The instructions are designed to help ensure success across a broad range of applications. Depending on the size and complexity of applications, a certain amount of expertise is needed.

Professional applicators can be hired to ensure proper application of finished graphics. When mounting graphics in remote geographic areas, professional applicators can offer the added benefit of local service.

Avery Dennison has a vast network of Certified Installers who have been specially trained and certified in accordance with our recommended techniques.

You can review the Certified Installer list here: [Find a Graphics Installer](#)

Consider hiring a professional whenever the application requires:

- Multiple panels to be registered
- Complex surfaces, such as rivet and corrugated trucks
- Harsh environmental conditions (i.e. outdoor applications in high heat climates)
- Remote geographic locations

For further information, contact your local Avery Dennison representative.

