

SayWhat?

Application Instructions Important – Please Read

Thank you for ordering *SayWhat?* Custom Lettering. Although easy to apply, it is extremely important to prepare properly before adhering to your surface to be stenciled. We have included a small sample piece to practice with, along with a copy of our basic stenciling instructions. We recommend that you try out the whole process with the sample, even if you are familiar with using traditional overlay stencils.

Make sure that all the phrases in your text are there. Although we check these before they are shipped, mistakes can happen- please notify us immediately if there are missing words or phrases, or it is otherwise not as you expected. If a single character seems to be missing, it is probably there, but wasn't "weeded" (the cut vinyl removed) before the stencil was shipped. Just apply normally as outlined below and weed it before you start stenciling by spearing the letter with a craft knife and lifting it up and out. Small letters are often deliberately left unweeded- we will usually include a separate sheet explaining this.

If you have a large phrase or sentence, cut it into manageable widths (a comfortable arm stretch) before positioning on the wall, and butt the cut edges together as you tape it up. Although we pre-position the text, it is certainly OK for you to cut out individual words or lines and position them as you wish.



1. Tape "sandwich" into position

Your lettering contains three layers, a "sandwich" of materials. The top is clear transfer tape, which keeps everything in place until you are ready to stencil. The

middle is a white low-tack adhesive backed vinyl- this will be your stencil. At the bottom, against the adhesive side of the vinyl, is a waxed paper backing. Use the straight edge of the **VINYL** (the **WHITE** layer) as your guide for measuring, and to check with a bubble level. (Fig. 1 and 2) The waxed backing may not be cut straight- this is normal. When it is in



2. Check level using white layer

the correct and level position, tape into place securely **at top edge of sandwich only** with $\frac{3}{4}$ to 1 inch or wider tape. The tape will become a "hinge". (Fig. 3) We recommend 3M Long-Mask® tape, but regular masking tape would work.



3. Tape securely along top edge only

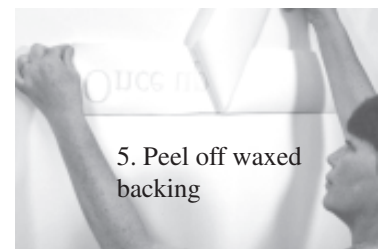
If you have ordered a page format stencil that requires more than one section, **tape all sections into place securely along top edge** as described above. Remove the waxed backing and apply the vinyl film from the **bottom section first**, working up. You may tape the section above out of the way by lifting it as long as it is securely taped into place along the top edge. If you have some overlap of material into the cut letter area, carefully cut it off of the stencil as needed before applying the next section. This can be done any time after correct placement has been established, even after stenciling the lower section and before applying the upper section.



4. Flip up sandwich

When you're satisfied with the placement, cut between the words (or letters) to give yourself a comfortable

amount of material to work with at one time, approximately 1-2 feet. We recommend that you adhere the film to the wall immediately before stenciling, working fairly small areas at a time, whatever is comfortably within your reach. Flip up one section at a time and **slowly and carefully** peel the waxed backing off starting from the left corner at the junction of the tape, working toward the opposite corner, keeping the vinyl taut and away from the painting surface until the backing is completely free. (Fig 4 and 5) Holding the



5. Peel off waxed backing

free corners firmly taut, lay the film against the painting surface. (Fig. 6) Smooth firmly with the flat of your hand; it may sometimes be necessary to burnish the vinyl with a tool such as a credit card or squeegee. (Fig 7) Don't worry about getting



6. Holding taut at corners, lay stencil down



7. Smooth down firmly

out small bubbles, they will cause no adverse effect as long as there are no actual wrinkles and the letter edges are stuck down. You may tape over your cuts between letters if you

feel you may get paint in the cut during application.

Remove all the positioning "hinge" tape from the top. Peel transfer tape (top layer) from top left to bottom right, (reverse if you are left handed) pulling down rather than out toward you. (Fig. 8) You may shift the direction slightly so that you lift the transfer tape with the cut of the letters rather than against them, which can cause tearing. As you remove the transfer tape, be careful to smooth down any areas that shift slightly during removal. If you have a piece lift up as you pull off the transfer tape, such as the center of a letter, lay the transfer tape back down and press firmly on the piece that is lifting. If you are having a lot of trouble with the stencil lifting, burnish the whole area firmly with a credit card or squeegee. You may have a small amount of tearing if you pull the transfer tape against the cut of the letter. If this occurs, just press it down and

then lift it out. This method will decrease the chances of damaging the paint, which could occur from peeling it off from the edge. Go on to the next area.



10. Remove adhesive film from surface

We have used a high quality vinyl product with a low-tack adhesive that we feel best suits the purpose intended. On most surfaces it will stick firmly to allow for stenciling with drybrush, airbrush and some sponging methods, yet be easily removed without disturbing surface paint. Using a wet application for paint is not recommended and will probably cause seepage of paint under the vinyl and/or failure of adherence to surface.

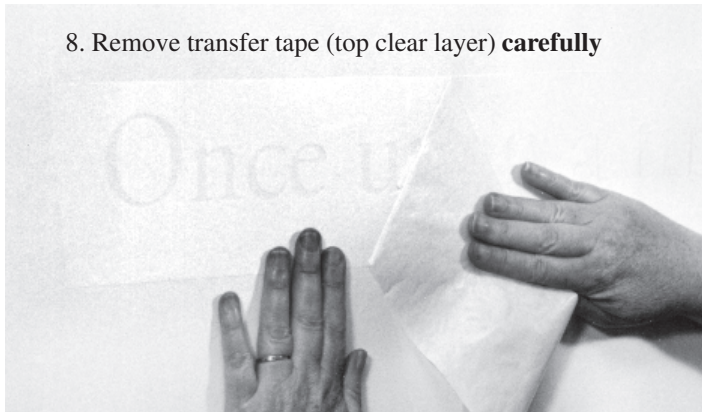
Caution: Be sure to test any adhesive product on a small area of the surface to be stenciled. Although the stencil is designed to be removed easily, in rare instances adhesive products may not be compatible with the surface material on which they are applied and may leave a residue, be difficult to remove, or damage the surface finish. Adhesive products should not be left on the surface for extended periods of time nor unduly exposed to heat or direct sunlight. Results may vary depending on surface preparation and smoothness. It is the consumer's responsibility to determine if the product is suitable for use and The Mad Stencilist's liability is limited to no greater than the retail value of it's own product.

Our Guarantee: If you don't get the results you expect, we will re-cut the problem portion at NO CHARGE. (Shipping charges may apply)

The Mad Stencilist

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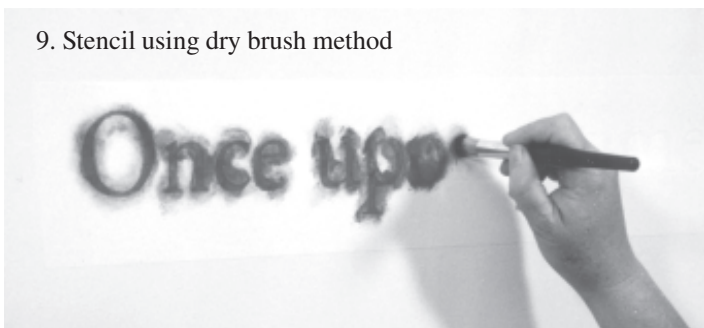
Email Saywhat@madstencilist.com
For the latest updates visit us on the web at
www.madstencilist.com



8. Remove transfer tape (top clear layer) **carefully**

snip a little of the vinyl from the margin and lay over the tear.

Stencil as desired. (Fig. 9) If you have not stenciled using the dry brush method, refer to the enclosed instructions. Remove the stencil as soon as possible. (Fig 10) To remove the letter centers, use an X-acto or craft knife to gently "spear" into the plastic at an angle,



9. Stencil using dry brush method