



## Applying Thermanent Digital PS Pressure Sensitive Labels

Air pockets in polyester window labels are more prevalent than other films because of the rigidity of the facestock, but there are easy steps to take that will minimize the occurrence of this issue.

First, it is important to clean the glass thoroughly. Sometimes going over the surface with a razorblade is necessary to remove small bound particles that can cause an air pocket. We recommend using Isopropyl Alcohol (rubbing alcohol) to clean the surface. Do not use ammonia-based cleaners because the residual ammonia will off-gas causing small bubbles later on. After cleaning, there are two methods of application – a dry method and a wet method.

### Dry Method:

1. Clean the surface thoroughly using Isopropyl Alcohol (rubbing alcohol)
2. Fully remove the label from its release liner in a smooth continuous motion. Stopping may leave a noticeable line in the adhesive.
3. Affix only the top edge of the label to a dry, clean surface.
4. Using a squeegee or small wooden ruler, slowly work the rest of the label onto the surface in a downward motion.
5. While smoothing the label down, smooth the middle portion of the label first flattening the rest of the label from middle to each side.
6. Once affixed, using a smaller hard card or squeegee to push air from the middle to the sides of the label can reduce air pockets that remain.
7. Some small air pockets are likely to remain with this method. This method does not work well with larger labels (12x18), but works acceptably for 8.5x11” and smaller applications.

### Wet Method:

1. Clean the surface thoroughly using Isopropyl Alcohol (rubbing alcohol)
2. Make an application solution of one-quart water and half-a-cap full of baby shampoo and put into a spray bottle.
3. Fully remove the label from its release liner in a smooth continuous motion. Stopping may leave a noticeable line in the adhesive.
4. Lightly spray the adhesive side of the label and the application surface with the solution.
5. Affix the whole label to the application surface and using a squeegee or small wooden ruler, press out the application solution and bubbles.
6. Work out as much application solution as possible by pushing from the middle to the sides of the label.
7. A white haze may persist in the applied film for a 24-48 hour period while the remaining water evaporates. This is normal and will disappear.