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Cleaning and Maintenance of Avery Dennison graphics and vehicle wraps

Introduction

Avery Dennison Supreme Wrap Care is designed to clean and maintain graphics and vehicle wraps in perfect conditions. The range includes a Cleaner, Power Cleaner and Sealant. These professional grade products are water-based and easy to use. For proper use, please follow the instructions reported on the product sell-sheet, on the back label of each individual spray bottle or in this technical bulletin.

Avery Dennison films and decorations can also be maintained with commercially available cleaning detergents, which are common to the professional maintenance of vehicles, outdoor advertising and other decorative applications. All cleaning activities shall be executed in line with the detergent manufacturer's written instructions.

Avery Dennison Film used for graphics and vehicle 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.

1. Avery Dennison Supreme Wrap Care instructions for use

1.1 Protection of a newly applied graphics or vehicle wraps

- After the installation is completed, wipe down the graphics or wrap to remove any fingerprints, streaks, dust or other light surface contaminants. It is important to start with a clean surface before applying the 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 2-3x sprays. Wipe the surface clean, then turn the towel and dry. After cleaning the entire area, the next step is to apply the Avery Dennison Supreme Care Sealant. Note: DO NOT apply the sealant on a hot surface.
- Spray the 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. Do not wait for the sealant to dry before buffing it out. The Sealant should be applied and buffed all in the same motion. Best to work in small areas at a time and always wipe in circular motions. Repeat these steps moving to the next sections of the substrate.
- The Sealant will provide a protective layer and make it difficult for dirt, bird droppings, tree sap and other contaminants from damaging the film surface.

1.2 Maintaining graphics or vehicle wraps over its applied lifetime

- Applied pressure sensitive films in constant contact with dirt, grime and contaminants will eventually degrade, especially if left unclean and in addition 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 a requirement.
- The application schedule will vary depending on its end-use and location. It is recommended under heavy duty circumstances that the Sealant be applied in a higher frequency, 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 graphics or vehicle 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 cleaner should be applied to the contaminant as soon as possible to prevent damage.
- Spray 2-3x directly onto the contaminant then allow up to 30 seconds before wiping with a clean microfiber towel.
- Apply Cleaner as the final treatment to remove any leftover residue.
- After using Power Cleaner always use Sealant to optimally protect and restore the appearance of the film.

Note: Avery Dennison Supreme Wrap Care has been tested on a great number of selected Avery Dennison graphic products. We can recommend the use of the Supreme Wrap Care products on gloss/ satin and textured finished films. Matte finished films may have the possibility of some slight streaking on the surface. It is recommended to test the products, prior to any industrial use, on a small, inconspicuous area before applying it to the entire substrate or vehicle.

2. Other conventional cleaning agents and instructions for use.

Avery Dennison films applied as graphics or vehicle wraps may be cleaned by using conventional automotive or industrial washing methods. In all cases the prescribed manufacturer's recommendations should be followed. Special attention should be given to the length of time the film is in contact with the detergent. This time span should not be longer than the prescribed recommendations. Generally excess detergent should be thoroughly rinsed off.

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 3-11).

Use of solvents and/or abrasive cleaning agents may damage the decal, graphic or wrap and should therefore be avoided.

The cleaning procedure is commonly like:

- Check if loose dirt particles cover the decal, graphic or wrap: in such circumstances flush with ample water to remove (loose particles may scratch the surface at using brush or sponge). A low pressure hose nozzle is suitable for this job.
- The (diluted) detergent solution shall be used to wash the decal, graphic or wrap with a microfiber towel. Do not move solid particles with the towel: these should be rinsed off with a hose supplying water. Wash from the top down so that the dirtiest part is well exposed to detergent.
- After all dirt is removed, rinse well so that all detergent residues are removed from the graphic surface.

3. High Pressure or Power Cleaning

Avery Dennison graphics or vehicle wraps can also be cleaned with high pressure cleaning equipment, provided the following conditions are respected:

Maximum pressure	: 80 bars (1200 psi)
Maximum water temperature	: 70 °C (158 °F)
Minimum nozzle distance	: 75 cm (30") (between graphics and dispenser nozzle).

The dispenser nozzle should preferably be aimed perpendicular to the film or graphics to be cleaned, certainly not angled.

Warning:

- Sharp angled power cleaner jets of water may damage the edges of the graphics or vehicle wraps and cause delamination.
- High pressure steam cleaning should not be used as the extreme heat can interfere with the adhesion of the film to the substrate.

4. Removal of difficult contaminants after the conventional cleaning process:

Most dirt can be removed/ washed off by the methods mentioned in the chapters 2 and 3 of this bulletin. However, some dirt (particles) may stick to the graphics or wrapped surface persistently. Typical stubborn dirt, like oil and tar spills, or other road dust, generally require stronger means to remove from the film surface. As stronger dirt removers, such as solvents or solvent containing fluids, may damage a (printed!) graphic, decal or wrap and even a painted surface or non-metallic substrate, we recommend in those cases to use the Avery Dennison Supreme Wrap Care rather than working with non-sustainable products. Re-start the cleaning and maintenance procedure from chapter 1 onwards of this technical bulletin.

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