

Display Board Instructions

GETTING STARTED

We designed our automotive window film display graphics to provide our dealers with a professional, flexible and easy-to-install presentation. An organized clean display of the films offered by your shop will educate your customers and ease their decision making process. Closing the sale will be faster and take less effort.

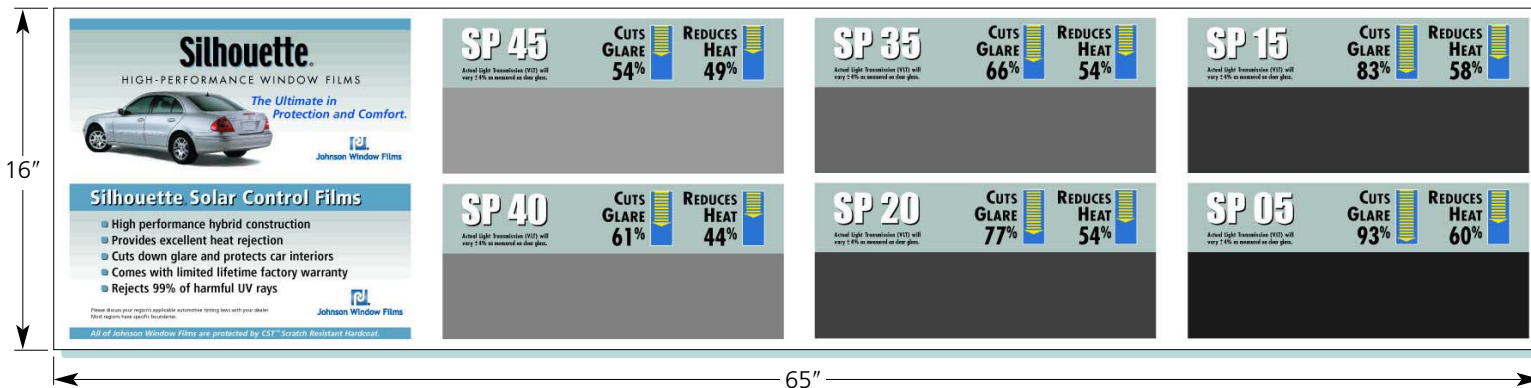
- **First, you will need a piece of glass on which to mount your film samples and color labels.** Choose either an existing glass surface such as the shop's front door or windows, or purchase tempered or laminated glass panels. For safety reasons, avoid annealed glass. Plexiglas is also acceptable.
- **Measure and lay out labels and film samples on window or board BEFORE applying to ensure proper alignment.**
- **The labels are low-tack vinyl.** Keep them clean and dry before applying to glass board.
- **To prevent damage to the labels, remove the liner completely before wetting with solution.**
- **Leave at least a 1/4 inch space of clear glass around entire display layout.**
- **Film sample should touch its corresponding "spec" label.** Leave a 1/2 inch gap between different label-film combinations. The separation will help consumers match the right "spec" label to film sample.
- **Install the labels and film samples on the backside of the glass for longevity.** When you flip the glass over to install the samples, remember to work right to left if you want it to read left to right.

WHERE TO DISPLAY:

- **On wall**—use mirror hangers and anchors to assure safe fit. Wall should be clean and white.
- **Free-standing display**—offers both "inside and outside" views of the film. One option is to slide the glass panel into a secure wooden base which holds the display upright from the floor. Or hang the display in middle of your shop with cables. Have two holes drilled in the glass before it's tempered.
- **Front windows**—labels are 2-sided allowing display to be viewed both outside and inside shop.

We have provided the following suggestions to assist you in creating a powerful Point-of-Sale aid. We suggest one of the following three formats for best results. (See backside for more examples.)

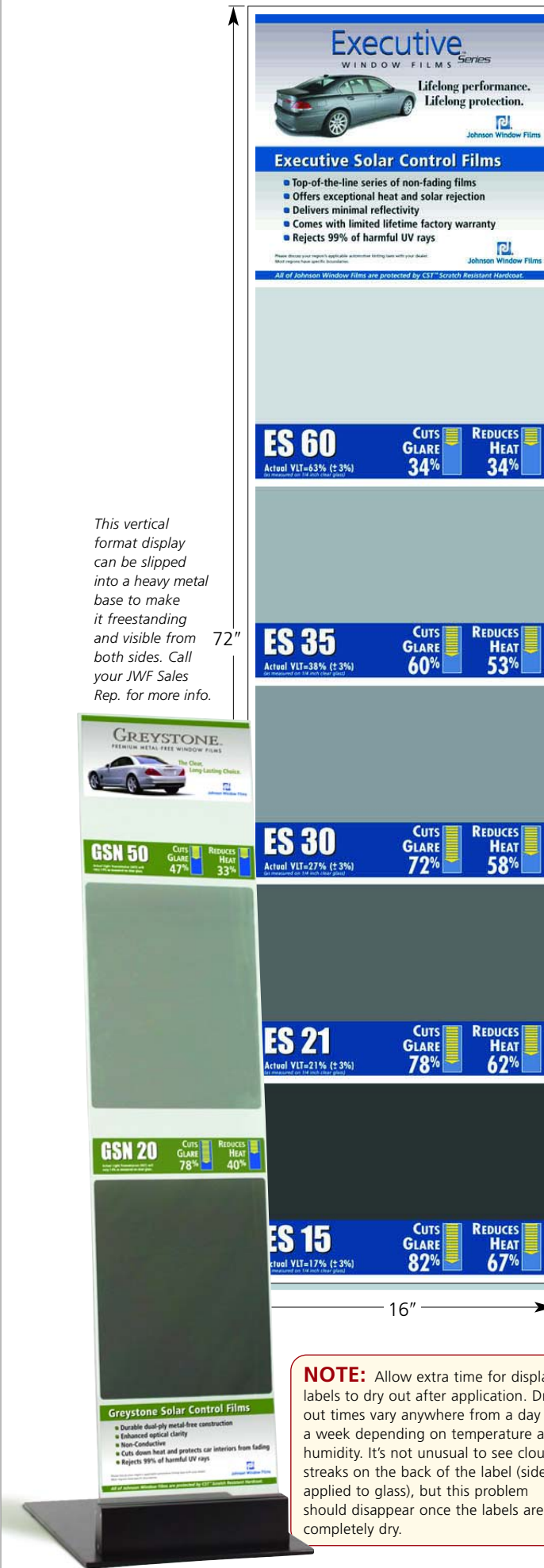
HORIZONTAL DISPLAY BOARD SAMPLE LAYOUT (example approx. 65 wide x 16 inches high)



Format recommendations:

- 1-Select a 16" high piece of glass. The large "brand" name and "benefits" bullets labels are 7 1/4" high x 15 1/2" wide.
- 2-Width of glass will vary depending on the number of "spec" label-film sample columns (15 1/2" per column plus gaps).
- 3-Layout from left to right creating columns as shown in the example above. Remember, when you are installing on the glass panel's backside, work right to left so the front will read left to right.
- 4-First column: place "brand" name label at the top and brand "benefits" bullets label below.
- 5-Following columns: apply "spec" labels and corresponding film samples.
- 6-Leave a gap between each column and between each "spec" label-film combination as shown above.

This vertical format display can be slipped into a heavy metal base to make it freestanding and visible from both sides. Call your JWF Sales Rep. for more info.



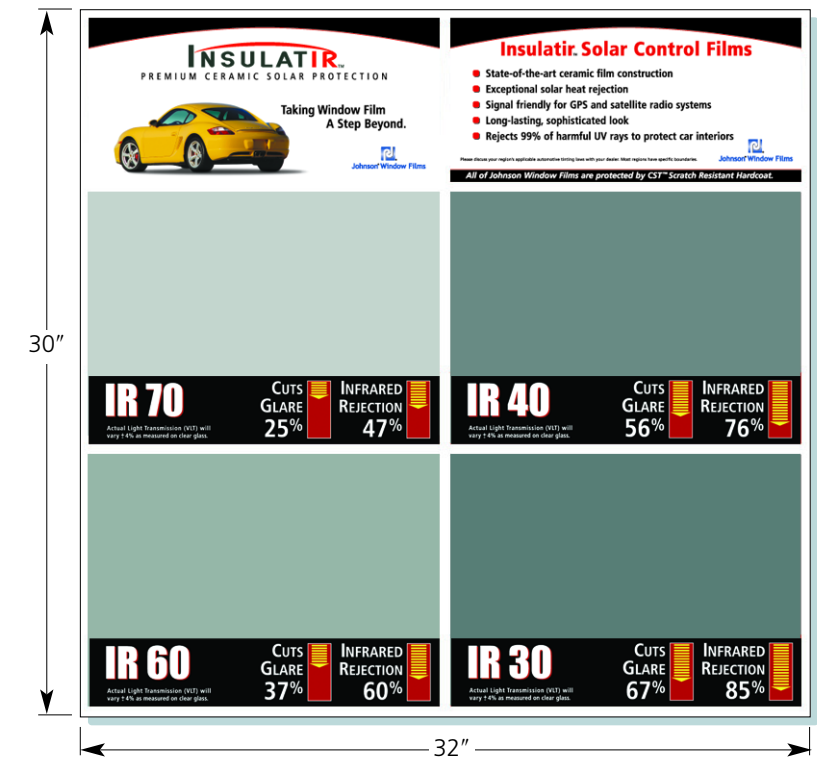
NOTE: Allow extra time for display labels to dry out after application. Dry out times vary anywhere from a day to a week depending on temperature and humidity. It's not unusual to see cloudy streaks on the back of the label (side applied to glass), but this problem should disappear once the labels are completely dry.

VERTICAL DISPLAY BOARD SAMPLE LAYOUT (example approx. 16 wide x 72 inches high)

Format recommendations:

- 1-Select a 16" wide piece of glass.
- 2-Height of glass will vary depending on number and size of film samples. See step 5 below.
- 3-Work from top to bottom.
- 4-Apply "brand" label and brand "benefits" bullets labels first.
- 5-Next apply film samples and corresponding "spec" labels (height of samples can range from 5-12 inches depending on board layout).
- 6-Be sure the bottom sample is not too low for easy viewing. If the display is mounted in a base on the floor, leave at least 12 inches of plain glass near the floor. We recommend covering this section with SS20 mirror or white frost film.

RECTANGULAR DISPLAY BOARD SAMPLE LAYOUT (example approx. 32 wide x 30 inches high)



Format recommendations:

- 1-Select a 32 inch wide piece of glass.
- 2-Height of glass will vary depending on number and size of film samples.
- 3-Create two columns side by side as shown in the example above.
- 4-When installing labels, work horizontally (top right to top left on glass backside so front will be viewed from left to right) instead of vertically.
- 5-First row: place "brand" name label at the top left and "benefits" bullets label at the top right.
- 6-Second row and all remaining rows: apply film samples and corresponding "spec" labels.