

VINYL APPLICATION VOCABULARY

1. **CAST** – durable vinyl used outdoors that conforms to shapes. Made from pouring liquid onto a smooth surface
2. **CALENDARED** – vinyl used indoors or short term outdoors. Has memory and will shrink when exposed to extreme heat or cold
3. **NOVELTY/SPECIALTY** – reflective, prism, hallographic vinyl. Mainly for indoor use.
4. **MEMORY** – returns to its own shape, will not conform to shapes. Cracks in heat or cold.
5. **SIGNGOLD** – Outdoor vinyl made from 24 karat gold
6. **SUBSTRATE** – Anything you apply vinyl to, such as glass, corrugated board, banners, blanks, metal
7. **ADHESIVE FAILURE** – When letters fall off substrate due to lack of tack. Usually a cleaning problem
8. **WEEDING** – Removing excess vinyl from graphic before premasking
9. **LIFTOFF** – tearing during weeding. A small piece of vinyl design lifts from backing. Usually due to knife blade problems.
10. **PREMASK** – applying application tape to graphic
11. **TACK** – stickiness of vinyl
12. **APPLICATION TAPE** – like masking tape. Stabilizes vinyl graphic during removal of backing. Low tack, can be peeled off of substrates
13. **REGISTRATION MARKS** – marks made to denote horizontal and vertical center of graphic and substrate.
14. **STABILLO PENCIL** - water soluble pencil that will not hurt substrate.
15. **CENTER HINGE** – most commonly used method of application of vinyl. Masking tape is applied to center of graphic before removing backing
16. **HORIZONTAL HINGE** - used for long graphics, large graphics that need to be applied in sections
17. **BUBBLE** – small area where vinyl doesn't adhere to substrate. Can be removed by piercing hole in vinyl
18. **TUNNEL** – hole running full length of vinyl graphic, such as on a letter
19. **FLUTE** – tunnel with a hole only at one end.
20. **CROSSHAIRS** – lines drawn to connect registration marks. Align graphic and substrate using these.