

# Transparent Decals and Clings

Updated April 12, 2012

## Usage of Decals and Clings

When choosing between a decal and a static cling, it's important to consider how and where the product will be used. A decal (affixed by adhesive) can be used in a variety of applications, while a Cling (affixed by static) is more limited and is not intended to be exposed to weather conditions.

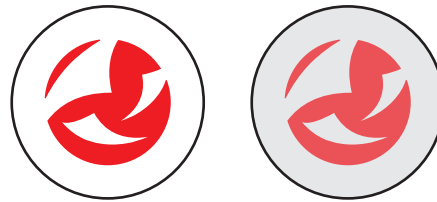
Clings are primarily used on the inside of windows, with the image facing out — this is what we refer to us a "face static".

We also have the ability to print "back static" clings as well, but this is not a standard product and would need to be quoted by your Dedicated Account Manager. Back static clings are recommended for indoor use only.

## Why We Sometimes Need a White Underlay

When ink is imprinted on a transparent decal or cling, the ink is translucent enough that it may still appear clear when imprinted. The color may look vibrant when it is on the white backer sheet it comes affixed to, but once placed on glass the imprint can be difficult to see. It is recommended that if a decal or cling is going to be placed on a car window, that a white underlay be used to make the ink color more opaque and visible. The white underlay needed is billed as an additional imprint color.

Here's an example of red imprinted on white or with a white underlay. And red imprinted on a transparent decal / cling without underlay.



Note : Red appears clear or washed out / faded.

## White Vinyl vs Transparent Polyester (Back and Face Adhesive)

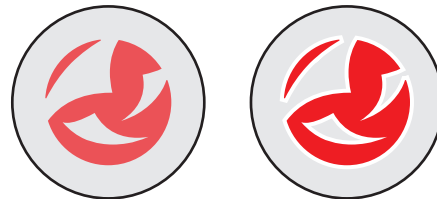
If you are ordering a face adhesive decal or face static cling, we must print on a translucent material. If you want a face adhesive or face static cling with a white background, the white background becomes an additional imprint color. We will flood the sticker with white ink, then imprint your artwork on top. The white flood is billed as an additional imprint color.

If you are ordering a back adhesive decal or back static cling, they are available on white or transparent material.

## Printing a White Underlay on Transparent Decal

If you select the white underlay there will often be a "halo" or border of white around the imprinted color. Like most promotional products, we cannot achieve perfect registration / alignment of imprint colors, so the white underlay may produce a "halo". This is not considered a defect, as it is a natural result of the printing process.

Red imprint with no white underlay.  
Red imprint with white underlay / halo.  
Makes for better color, and white is not very noticeable from a distance.



**800.989.2181**