



INSTALLATION GUIDE & CARE OF YOUR NEW LOGOS

STOP

1ST IDENTIFY THE TYPE OF LOGO THAT YOU HAVE. IF YOU HAVE A MASKED OR TYPE B LOGO, **DO NOT REMOVE MASKING MATERIAL** UNTIL INSTALLATION IS COMPLETED.

— IDENTIFY YOUR TYPE OF LOGO —

SOLID: With a solid background that keeps everything as a whole one piece logo.

TYPE A:

**YOUR
LOGO**

MASKED: A logo composed by several graphics or letters that are not attached one to the other by any solid background. It uses a third layer on top that keeps everything in place.

TYPE B:

**YOUR
MASKED
LOGO**

— STEP BY STEP INSTALLATION —

1. INSPECT YOUR NEW LOGOS

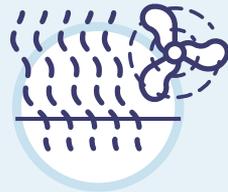
- Check that your logos match your approved artwork and there is no damage. If there is a discrepancy, you must notify us at: info@americanplatforms.com immediately, with supportive pictures and any detail you can provide.



TYPE A&B:

2. CLEAN & PREPARE SURFACE

- Brush the area clear of debris and surface dirt. Clean the area with a light damp lint-free rag using a neutral cleaning solution and water. Do not saturate the area with water. Allow the area to completely dry. You may use a fan to speed drying. If you are applying to new or recently cleaned flooring or platforms, you may skip this step.



- After the application surface is completely dry, spray a light coat of isopropyl alcohol on the surface and wipe dry using a clean lint-free dry cloth to remove any oils or residue.



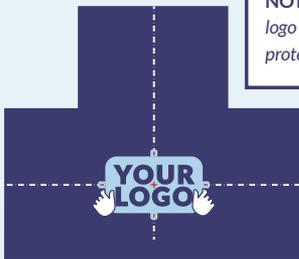
NOTE Application of cleaner with a spray bottle will reduce material waste and improve drying time when avoiding over saturation of the cleaning area. You should always test these procedures in an inconspicuous place to ensure there is no discoloration to the substrate.



DO NOT USE SOAP OR OTHER DETERGENTS. USING OTHER CLEANING AGENTS COULD LEAVE A RESIDUE BEHIND, POTENTIALLY IMPACTING THE BONDING PROCESS.

3. POSITION THE LOGO

Place the logo in the desired position for application. If you are applying to a weightlifting platform, you will most likely have logos with positioning tabs, that will give you the center point vertically and horizontally. Use these markers to center your logo on the platform or any area of the floor.



NOTE Applying blue painter's tape to the sides & bottom of the logo will keep the logo secure while you remove the top piece of protective backing.



4. REMOVING PROTECTIVE BACKING “TYPE A”

TYPE A:

SOLID (A) : Peel approx. 25% of the protective backing from the logo (from the top). Take a razor knife and carefully cut away the protective backing paper that you have peeled away (25%) so that it does not get in the way.



4. REMOVING PROTECTIVE BACKING “TYPE B”

TYPE B:

MASKED (B) : Carefully remove approx. 25% of the protective backing from your masked logo.

USE CAUTION WHEN REMOVING THE BACKING, YOU CAN SEPARATE THE TOP LAYER OF MASKING FROM THE LOGO OR GRAPHICS IF NOT CAREFUL. DOING SO WILL RESULT IN A DIFFICULT INSTALLATION PROCESS AND MAY REQUIRE REPLACING THE LOGO OR GRAPHICS.



5. INSTALLATION “TYPE A”

TYPE A:

After removing the first 25% of the protective backing, gently apply the logo to the surface of the platform or floor. Lightly apply pressure to the top of the logo making the logo and adhesive make contact with the platform or floor surface.

This should be done gently, to allow for repositioning of the logo if it moves during the next step. Lift the bottom of the logo after removing the blue painter's tape from sides and bottom, holding the bottom of the logo.

Reach under the logo and gently and carefully pull the remaining protective backing from the logo.

AGAIN, be careful not to allow the paper to come in contact with the backside of the logo.

Discard the paper away from your immediate area. Allow the logo to drop into its natural position while holding the logo from the bottom. Maintain light tension on the bottom of the logo to prevent material gathering or wrinkling on the surface.

DO NOT allow material to gather or wrinkle from the top down. You should now have a smooth surface on your logo as it is in position now.

NOTE: If your logo is out of position or needs adjustment, you may remove logo carefully if you have not applied heavy pressure or heat to the logo at this point. You should not be able to stretch your logo, so do not worry about lifting the logo from the surface. Remove it at a 90 degree angle or more. ****Important**** be careful not to allow the adhesive backside of the logo to come in contact with anything other than the application surface.



5. INSTALLATION “TYPE B”

MASKED (B): Complete all steps of the **SOLID BACKING LOGO** above...then:

Roll the top of the logo all over to touch all parts of the surface. Next, remove the top layer of **MASKING** material by starting at one of the top corners and pulling straight backward at an approx. 170-degree angle. Do not pull straight up or a forward slant, it will lift off the logo or graphics. This will result in proposition position or location loss.

NOTE: You will not be able to reposition a **MASKED LOGO** as you would a **SOLID BACKING LOGO**. You should take more caution when installing your **MASKED LOGO**.



6. ROLL & HEAT LOGO

TYPE A&B:

Using a commercial heat gun apply moderate heat to the surface of the logo.

Do not allow the tip of the heat gun to be any closer than 4 inches from the surface of logo or graphics. The heat gun must be pointed at a 45 degree angle and it should be continuously moving back and forth to avoid overheating the logo or graphics. (similar to spray painting)

While heating the surface, quickly roll the heated area with the rubber roller to ensure the best bonding is achieved, pay specific attention to edges and corners. In most cases, your logo or graphics will show the texture of the surface once they are heated. It will look as if the logo or graphic is almost part of the application surface. This is the best indicator that you have properly heated and rolled the logo or graphics in place.



— CARE & CLEANING —

Your logos are protected with a strong anti-slip laminate to increase their life. They may on occasion become soiled, if it needs cleaning, then a damp cloth or even a little very mild dish detergent can be used to clean the surface.

Harsh or powerful cleaning chemicals, commercial power floor brushes and scrubbers, or pressure wash/spray guns should never be used on the logo(s) or around them. The logo(s) should never be saturated or allow water to “stand” on or around the logo application area as this can compromise the adhesion and also the laminate component of the logo.

Please refer to our logo installation page for more resources for your tools and installation techniques.

<https://americanplatforms.com/how-to-install-weightlifting-platform-logos/>



QUESTIONS?

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