



# Magnetic Signs Guide

## Proper Use & Care of Magnetic Signs

Magnetic Vehicle Signs from eSigns.com are an excellent way to give your business increased exposure. They help spread the word about you anywhere you drive or park, and eSigns.com can provide you with incredible looking Magnetic Signs that fit most vehicles with ease. Magnetic Signs not only help you advertise but they are also great identity builders for your brand. They give your company a professional image every time one of your representatives pulls into a client's location as you proudly display your message, logo and contact information.

Clean and dry both the vehicle and Magnetic Sign prior to application. Dirt or dust on either the vehicle or the Magnetic Sign can cause scratching of the painted surface. When properly cleaned and cared for, Magnetic Signs are rated for a functional life span of 6 to 12 months of use. Here's how to get the most life out of your custom car magnets.

*Failure to follow the care tips and usage instructions that follow may cause damage to the Magnetic Sign and/or the surface to which it has been applied, and/or possible failure of the magnet to maintain its hold. eSigns.com takes no responsibility of, and will not be held liable for, any damage caused by abuse, misuse, or failure to follow the enclosed care tips and usage instructions. Please do not discard this guide. Please keep it handy for periodic reference and review.*

## Preparing the Vehicle (or Other) Surface:

Before affixing your Magnetic Sign to a metal surface, please make sure all surface paints, clear coats and waxes are cured (hardened). Approximate curing times are: 90 days for paint, 60 days for clear coats, and 2 days for wax. For more information, please consult an auto paint professional.

**Please Note:** Magnetic signs will not work on Emron® paint, vehicles with non-magnetic body panels (such as fiberglass), nonferrous metals like aluminum, plastic on Saturn® cars, vehicles that have been repaired with Bondo®, simulated wood-grain siding, or vehicles that have been painted numerous times.

Clean the metallic surface and the magnet with mild detergent. Wipe dry with a soft cloth or allow the surface to air dry normally.

**Please Note:** Magnetic Signs can become stiff in cold weather or locations and may not properly grip the vehicle panels. Please use caution when using your magnets in these conditions. If placing or repositioning Magnetic Signs on a vehicle under cold conditions, doing so in a heated garage is recommended. The vehicle should be given time to reach room temperature (60°F (16°C)) before applying, removing, or repositioning Magnetic Signs.

## Applying the Sign to the Vehicle:

Attach your Magnetic Sign to a smooth metal surface that is flat as possible. The surface should be free of trim, moldings, indentations, dents, ridges, or rust spots.

For best results, the Magnetic Sign itself should be at a room temperature of 60°F (16°C) or above when installed.

Do not apply a Magnetic Sign that has been stored rolled with the magnetic surface facing out. The Magnetic Sign may not attach properly to the metallic surface, resulting in lifted corners or air gaps which will weaken its hold on the metal surface. Follow the instructions given below on Magnetic Sign Storage.

Starting with one corner of the sign first, and then allow the magnetic pull between the sign and the vehicle's surface to help attach the rest. Be sure the entire Magnetic Sign is flat against the surface with no air pockets.

If you place the magnet in the wrong position, completely remove the magnet from the surface and reaffix. When removing the Magnetic Sign, lift at the sides and not at the corners. Do not pull the magnetic sign across the surface, as that may stretch and/or damage.

Avoid using Magnetic Signs on horizontal metal surfaces exposed to direct sunlight (such as vehicle hoods, roofs, trunks, etcetera) or temperatures exceeding 150° F (65.6° C). Avoid using Magnetic Signs in very cold weather, especially temperatures below -15° F (-26° C). Cold weather will make the magnet more brittle, so please use caution when handling your Magnetic Signs in cold weather.

Please note that long-term use on surfaces frequently exposed to sunlight (such as vehicles) can result in uneven fading of the surface as the area covered by the Magnetic Sign is shielded from the sun (and ultraviolet rays in particular).

Make sure that your Magnetic Signs are firmly affixed to the vehicle before driving.

### Removing and Cleaning your Magnetic Sign:

When removing your Magnetic Sign, be careful not to bend or crease the corners. When removing the Magnetic Sign, lift at the sides and not at the corners.

Remove your car magnets periodically to help ensure that they may still be securely fastened to the vehicle, and to perform and necessary cleaning. The surface of your custom Magnetic Sign may be cleaned with a mild soap and water solution. Cleaning products like Windex® can help with removing small smudges or stains.

To help prevent the accumulation of moisture and dirt between the Magnetic Sign and the metal surface, remove the Magnetic Sign at regular intervals. Clean both the Magnetic Sign and metal surface with mild detergent (like the soap and water solution mentioned above); wipe with a soft cloth or allow both to air-dry.

**Please Note:** WEEKLY cleaning is recommended for Magnetic Signs attached to surfaces other than vehicles. DAILY cleaning is recommended with Magnetic Signs mounted on vehicles - new vehicles in particular - to help protect their clear coat, base coat and/or vinyl surfaces.

Weekly removal and cleaning of the vehicle and Magnetic Signs helps avoid magnetic polarization of the vehicle's surface area under the Magnetic Sign.

It is recommended that Magnetic Signs be removed, inspected, and cleaned after every rain or snow-fall they are exposed to.

Make sure to completely dry your Magnetic Sign and the vehicle surface after cleaning.

## Magnetic Sign Storage:

Keep your Magnetic Signs in a clean, dry place when not in use. Store your Magnetic Signs by stacking them on a flat surface. Do not stack vehicle signs with the magnetic sides touching each other. Do not store heavy objects on top of or against your magnet signs.

Storing a magnetic sign rolled is not recommended, but if you must store them rolled, stand it on one end, with the printed side facing out. **NEVER** fold a Magnetic Sign.

The back and sides of a filing cabinet can be used as a way to store Magnetic Signs, as can the front and sides of a refrigerator.

Proper use and care of Magnetic Signs will help extend the life of your Magnetic Sign and help to protect the metallic surface to which it is applied.