



Transparent Decals and Clings

Updated August 11, 2006

Usage of Decals and Clings

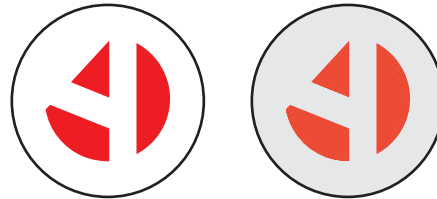
When choosing between a decal and a static cling, it's important to consider how and where the product will be used. A decal (with adhesive) can be used for many applications, where a cling (static) will work better when not exposed to weather conditions. Clings are primarily used on the inside of windows facing out — what we refer to as a "face" static (transparent only). We do have the ability to print "back" static clings (white or transparent) as well, but this is not a standard product and would need to be quoted by our estimating department.

Choosing imprint colors may also be affected by usage. For instance, when placing a transparent product on the inside of a car window, white is a better imprint color than black.

Why We Sometimes Need a White Underlay

When a colored ink is imprinted on a transparent decal / cling, the ink is translucent enough that the ink will still appear a bit translucent when imprinted on the translucent surface. This is not a problem when imprinting white or black ink. Only with colors.

Here's an example of red imprinted on white.
And red imprinted on a transparent decal / cling.
Red appears kind of washed out / faded.



White Vinyl vs Transparent Polyester (Back and Face Adhesive)

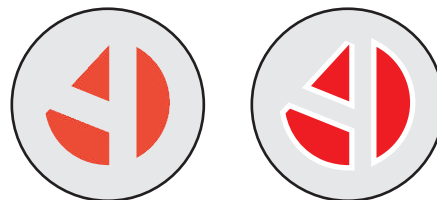
If you want a face adhesive or face cling, this can only be accomplished with a transparent material. If you want a face adhesive or face cling with a white background, white becomes an imprint color and we flood the sticker with white, then imprint your artwork. White is billed as an additional imprint color.

If you want a back adhesive or back cling, this is available on white or transparent. With a full white background, these should be imprinted on the white vinyl. A white imprint on the transparent material is billed as an imprint color.

Printing a White Underlay on Transparent Decal

If you agree to the white underlay (which will increase the cost due to the additional imprint color), we also need to explain that there will often be a "halo" of white under the imprinted color. Like most promotional products, we cannot achieve perfect registration / alignment of imprint colors. So the white underlay will have a "halo". A white underlay preserves the integrity of the color.

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.



One More Thing

Some of our decals are limited to only three standard imprint colors. Please check our site for more information.