



etched glass overview

The look of etched glass has become a signature of style; a distinctive and luminous touch that personalizes your surroundings and enhances your home. To get that upscale look, we now offer a product that mimics the refined, artisanal quality of custom etched glass—for much less expense and hassle. All of our expressions and embellishments are now available in this versatile material, so you can turn almost any surface into a memorable, one-of-a-kind piece!

uses

Our Etched Glass can be applied to any non-porous surface, so it's easy to find simple ways to apply it inside or outside your home. Ready to transform your space with Etched Glass? Here are just a few of the places to apply it:

- Glass: shower doors, goblets, vases, sidelights
- Mirrors: large and small
- Acrylic: Frames, including our Frameworks™ Frame

For some terrific examples of how you can apply our new Etched Glass, please see page 54, 87, and 88 in the *2009 Spring/Summer Idea Catalog*.

application

You probably have the perfect space picked out for your Etched Glass expression, but before you apply it, remember to review our new application instructions. Etched Glass features a different adhesive than our standard vinyl, so it requires a wet application technique.

Applying your expressions using a Wet Application Technique is effortless with Uppercase Living's new Mistick™ Wet Application Solution. Mistick features a unique formula specifically designed for vinyl application and each bottle contains enough solution for several uses. With Mistick, you can apply Etched Glass smoothly and flawlessly, and it is also great for applying any standard vinyl expression to a non-porous surface.

Advantages of Using Mistick Wet Application Solution Over Plain Water

- **Movability** – Mistick allows you to adjust your expression as you place it on your surface, so you can make sure it's right where you want it before you burnish it.
- **Greater Bonding** – While our expressions already have great bonding ability, using Mistick actually increases the bond of your expression to your surface. You can rest assured that your expression will endure for a very long time!
- **Diminishes Bubbles** – Using Mistick will get rid of those bubbles that sometimes occur when applying an expression to non-porous surfaces. This is especially handy when applying mirrored expressions.
- **Quicker Installation Time** – When you use our Mistick solution in a wet application technique, your expression will dry in a fraction of the time compared to using water (*see wet application instructions*).



When you order Etched Glass, don't forget to add our Mistick Wet Application Solution (#300115; \$4.95) to your order!



wet application instructions

1. Spray your surface evenly with Mistick or plain water. (*If you desire extra movability, you can also lightly spray your expression with Mistick or water.*)

Note: DO NOT spray your expression with the backing paper still on. Remove the backing paper first, and then lightly spray your expression while still on the transfer tape.

2. Carefully press your expression onto your surface starting on one side of the expression and smoothing it gently as you move across. (If you have used Mistick, you should be able to move your expression around slightly to ensure it is positioned exactly where you want it; if you have used water, you won't have the same movability.)
3. Using your UL Transfer Tool or credit card as a squeegee, firmly rub your expression to remove the excess liquid from underneath and pat dry with a plain white paper towel. This step also works to alleviate air bubbles.
4. If using Mistick, wait 2-3 minutes and then remove the transfer tape from your expression. If using plain water, depending on the surface, you may have to wait 30-60 minutes or more before removing transfer tape. In either scenario, if your expression is not adhering to your surface, lay the transfer tape back down, burnish your expression again, and wait another 2-3 minutes before trying again.
5. After successfully removing your transfer tape, pat your expression dry with a plain white paper towel.

Note: Wet Application Instructions are included with every product order, available as a pdf in the "New in '09" section of the Document Library, and at www.uppercaseliving.com/Products/Instructions.

removal

Because Etched Glass has a stronger adhesive, it may be more difficult to remove than standard vinyl. The easiest way to remove Etched Glass is to warm the expression with a blow dryer for 30 seconds before removing. This will loosen the bond between the adhesive and your surface, allowing easier removal. If a sticky residue remains after removing your expression, try using a very mild adhesive remover and razor blade, but be sure to follow the manufacturer's instructions to avoid damage to your surface.

pricing

Etched Glass is a premium, long-lasting vinyl that has been designed for indoor and outdoor use. Because of this increased durability, it is considered a specialty vinyl and an upgrade fee is added when you order any expression, MyDesign, or embellishment in Etched Glass. To determine the cost of your Etched Glass item, find the item price in the left-hand column and its corresponding specialty vinyl upgrade fee in the right-hand column (see table below). This table can also be found on the back flap of the 2009 Spring/Summer Idea Catalog.

SPECIALTY VINYL CHART

Item Price	Upgrade Fee
Up to \$9.99	\$2.50
\$10.00 – \$19.99	\$5.00
\$20.00 – \$29.99	\$7.50
\$30.00 – \$39.99	\$10.00
\$40.00 – \$59.99	\$15.00
\$60.00 & above	\$20.00

For specific instructions on how to place an order for Etched Glass online and on "Customer Order Forms", and the "Hostess Totaling Form," please refer to the "2009 Ordering Instructions" document in the "New in '09" section of the Document Library.

Etched Glass has long been one of our most requested products, so we are thrilled to be able to bring it to you! Once you've applied Etched Glass, you'll see how simple it is to make over your space with this incredible product. Take a photo of your first Etched Glass project and share it with your team and customers through e-mail and at your Open Houses; you can also add it to the "Photo Corner" on your personal website. And because Etched Glass has been added to your sample words pack, you can easily share and experiment with this exciting product. 🌟