



# Green Mountain Tap Handles

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## *Vinyl Decal Guide*

### Introduction

*As all of our tap markers are built from the bottom up at our factory in Hinsdale, NH, we maintain complete control over all parts of the production process. All of our decals and graphics are prepared, created, and applied on-site. This document is provided to give you a better understanding of our options regarding vinyl decals. Before submitting artwork for decals, we strongly encourage you to view our [Artwork Submission Guide](#). Enjoy!*

*Regards,  
Green Mountain Tap Handles design team*

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## 2. Standard Vinyl Decals

We print the vast majority of our decals on standard white vinyl that has a thickness of 3mil. Our decals will not yellow or fade for up to 7 years\*. We laminate all of our decals unless otherwise specified. Laminated decals finish at 5.0 mil. Our standard vinyl media is backed with a permanent high-tack adhesive, but we also offer a removable low-tack vinyl media.

### 2.1 White Vinyl

White Vinyl is the industry standard for printing and is available for printing and cutting in permanent and removable options.

### 2.2 Clear Vinyl

Clear Vinyl offers a transparent medium for the print, allowing it to seem as if it is printed directly on the substrate. We recommend solid color prints only on this type of media as the inks used in printing are transparent and will show the texture through beneath the decal. Our clear vinyl is available in permanent and removable options.

\* Estimated life of laminated vinyl decals



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### 3. Specialty Vinyl Media

We offer several other specialty vinyl products to use in your design. These products are considered “Specialty” because of their non-standard textures and other qualities. The following products are only available with permanent adhesive. Please inquire further about specialty products that you do not see listed here.

#### 3.1 Chalkboard Vinyl

Perfect for breweries, pubs, and tap rooms that change beer styles too frequently to warrant printed labels. Our chalkboard vinyl is much more durable than chalkboard paint, compatible with regular chalk and chalk-markers, and washable with just water. This media is available in both black and green colors. This media is custom cut to each application and is never laminated.

#### 3.2 Metalized Vinyl

Our metalized vinyl effectively emulates a shiny brushed metal. This media can be printed with solid-color graphic artwork. It is available in brushed brass and brushed steel colors.



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## 4. Printing

Our 54" Solvent printer offers very vibrant and permanent colors for your decals. We can print full color and metallic inks on white vinyl, and offer Pantone color matching services to keep your brand consistent. We can also print some solid colors, black, and our semi-transparent white on our specialty vinyl mediums. The inks are encapsulated by our laminate before die-cutting preserving your design for a long life.

### 4.1 Standard Process Printing

Standard (4-color) can reproduce high-contrast graphic art as well as photographic images very adeptly on our standard white vinyl. View our [Artwork Submission Guide](#) to ensure that your artwork comes out as desired

### 4.2 Specialty Inks

We offer metallic process colors and a semi-opaque white ink for special applications.

### 4.3 Color Matching Services

We can effectively match printed colors to the Pantone Color Bridge Coated color book. Color matching is only available for prints on white vinyl.



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## 5. Laminate

We laminate all of our vinyl decals unless otherwise specified. Our laminate seals the printed artwork improving gloss, thickness, stability, and ensuring a long life.

### 5.1 Edge-Seal

Some decals require an edge seal, where the laminate layer extends 1/32" - 1/16" beyond the periphery of the vinyl beneath. This adds extra adhesion where necessary and reduces particulate buildup at the edges of the decal.



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## 6. Die-Cutting

This process is a bit of a misnomer as there is no actual Die involved. A computer controlled plotter utilizes a very small knife to individually cut out each decal. This makes custom cutting a breeze and removes any cost for die-making and/or engineering.

### 6.1 Intricate Cutting

Some more intricate cuts, such as those featuring long and thin or floating elements, will require hand weeding and/or the use of a transfer film to apply the decal. Inquire with our Artwork Department about your ideas!



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