

'SnotTape™

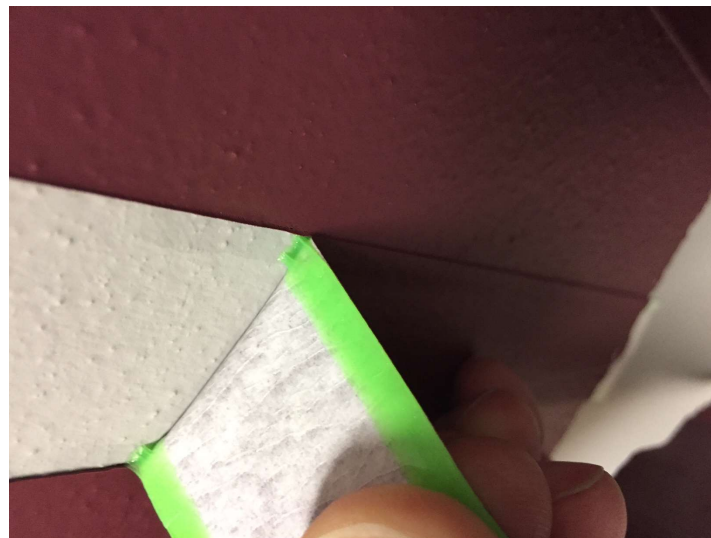
User Guide



'SnotTape. Because it's hard to paint a clean line.

"It's not tape." Get it? It's 'SnotTape. It's a patented paint barrier that addresses the real reason it's so hard to paint a clean edge – gaps created by texture on the painting surface.

'SnotTape uses a specially formulated polyurethane gel that sticks and fills the gaps, helping you paint clean edges like never before.



How does it work?

The secret? It's all about the gel. The polyurethane gel acts like soft putty conforming to the surface. The gel fills in the gaps created by texture creating a paint barrier. This virtually eliminates paint bleed on everything from a smooth to medium textured surface. It even works on things like cinder block.

What about compared to those other tapes?



In fact, it's this gel that allows us to **blow away the competition!** Independent tests prove that **'SnotTape stops paint bleed 50X better than leading competitors** on textured surfaces*.

Where should I use it?



Check out this project: these guys are painting a racetrack!

Just about anywhere you need to paint a clean edge. People continue to find new places to use this product from traditional paint jobs (works great on those textured walls within a home!) to masonry work to craft projects. It works on so many surface types - drywall, wood, cement, brick, ceramics, fabric - just to name a few.

Plus, the formula of the gel is so easy to work with. It doesn't stick to itself so you can easily adjust the tape to help you create the best clean lines on whatever painting project on which you are working.

Why are there two versions of 'SnotTape – one in a black box and one in a gray box?

The difference between the two is “stickiness.”

Both products work on smooth to medium textured surfaces.

We had to address this crazy thing called surface energy. Every surface has a different energy level and that energy level effects how well things stick to it. Think of a Teflon pan, which is an example of a surface with a very low surface energy. Imagine trying to get tape to stick to it. It won't.

Painted surfaces also have a wide range of energy levels. Tape adheres differently to a high gloss paint than to a primer. To cover the variety of surfaces your customers will be masking, we developed two different levels of stickiness: our gray box product is more sticky; our black box product is less sticky.

So that the customer doesn't have to get caught up in the technicalities of surface energies, we have developed guidelines to aid in choosing the correct product for each paint project. It is important to remember that these guidelines are for the surface you're painting on, not what you are painting with.

Match the Right 'SnotTape to Your Situation

General selection guidelines:



Multi-purpose product (in the gray box, ST-202- 1) is a more aggressive adhesive and works on most previously painted surfaces.

Specialty application product (in the black box, ST-101- 1) is a less aggressive adhesive and works on most unfinished, primed, matte and easily damaged surfaces.

Product to use	Surface you're masking							
	Primer and Matte Finish Paint	High Gloss Eggshell, Satin, Semi-Gloss and	Stained Woodwork (no varnish)	Varnished Woodwork and Cabinetry	Concrete and Masonry	Steel, Stainless Steel and Aluminum	Glass/Textured Glass	Any Slippery Surface No Matter the Sheen
Specialty Surface (Black) Unfinished, primed, matte and easily damaged surfaces	X			X			X	X
Multi-Surface (Gray) Most previously painted walls and woodwork that are harder to stick to			X		X	X		X

Why do we say guidelines?

Because you can never really tell which one is the right tape to use just by looking at the surface you are about to mask. ***To have the most success in painting with 'SnotTape, we recommend you test first before you tape your entire project.***

To test, choose the version of 'SnotTape suggested per the guidelines. Then firmly apply a short strip of 'SnotTape to an inconspicuous area of where you plan to paint. After 6 -12 hours it should come off cleanly, without leaving any residue or tearing or pulling off of paint that already existed on the surface. You should also feel steady resistance of 'SnotTape upon removal. It should stretch the green bead a little bit while removing. THAT'S the perfect scenario and when this happens you should expect a perfectly clean paint line even on moderately textured surfaces. If the customer is in doubt even after reviewing the guidelines, we recommend starting with our less-sticky product in the black box. If it comes off too easily, have them try the stickier product in the gray box.

Troubleshooting

'SnotTape will create a clean edge most of the time, but if you happen to have an issue, here are a few tips:

1. Not a clean edge - If you tested and are using the correct product, you must be sure to press 'SnotTape into the surface well enough to seal the gaps. To make this easier, we suggest that they use a wallpaper roller to press the bead into the surface. The real trick is to do this just before you paint. They will be amazed at what a difference this can make!

2. Residue - If you get a clean line but they see some residue on the surface, they have encountered what is called a "very high energy surface" and 'SnotTape will not be a good choice for their project. This rarely happens but if it does, try a little rubbing alcohol or nail polish remover on a cloth to remove the residue.
3. Feathers - You might see a little ridge where the paint dried against the side of the tape. We call this a "feather." Minimize this by putting less paint, but still an adequate amount, along the edge of the tape. If "feathers" happen, they can eliminate it easily by simply rolling over it while it's still soft or just scrape it off with a putty knife after the paint cures.
4. Ghosting – You get a clean edge but they see some darkening of the surface. This is called "ghosting" and it usually occurs on paints that are porous (like primers and non-washable flat paint that are usually colored). This problem worsens with time so try to remove the 'SnotTape in less than four hours.

Full Disclosure

The truth is even though it is the best "tape" money can buy, you *may* encounter *some* situations where 'SnotTape simply will not work:

- Dirty surfaces – always clean dirty or dusty surfaces before masking
- Waxed, oiled or polished surfaces
- Some high-gloss tiles and ceramics
- Some unpainted plastics like polyethylene or polypropylene molding
- Surfaces where the existing paint isn't adhering well
- Textures that are too rough like stucco
- Some specialty paints like chalkboard paint or latex heavy paint like Rustoleum PAINTER'S® TOUCH ULTRA COVER- Ultra Cover Multi-Purpose Gloss
- Very aggressive primers ('SnotTape sticks too well)

Still Have Questions? Visit SnotTape.com

*Based on a side-by-side test on sand and heavy orange peel textured wallboard, FrogTape® multi-surface and 3M Scotchblue™ advanced multi-surface with Edgelock allowed paint to bleed over 50% of the test area compared to less than 1% by 'SnotTape.