



# Product FAQs

Updated 10/05/17

## Chalkology Paste

### 1. Is Chalkology Paste toxic?

No, but is also not for human or animal consumption; do not eat. Paste should be kept from small children and animals.

### 2. What if my Chalkology Paste becomes dry?

Our new reformulated Chalkology Paste contains a humectant, which will help keep your Paste from completely drying out. If your Paste does become dry you may add a small amount of water and mix it well. Add little drops at a time until the correct consistency (such as sour cream) is reached.

### 3. What surfaces is Chalkology Paste safe on?

Chalkology Paste is safe to use and remove from most non-porous surfaces, such as Chalkboards, glass, metal, even painted walls. Paste can also be used on porous surfaces such as unfinished wood or paper, but only as a permanent design. It is always advised to test an inconspicuous spot prior to applying Chalk Paste to any surface. Paste colors interact with certain surfaces/finishes which may cause color staining, or “color echo,” after a transfer is removed.

### 4. Will any of the colors stain my surfaces?

We advise that you test any surface you are applying Paste to. The darker colors, with high amounts of pigment (ie. black and red), will be more likely to stain porous surfaces. Disinfecting wipes and soap with water will help remove the paste; however, a “color echo” or Paste residue may remain. A “color echo” may be more pronounced on an underlying surface the longer it has been on a surface, as well as its exposure to light.

### 5. How often will the colors change?

We are always striving to produce and create new and fun colors all the time. We are organizing colors into palettes. Some will be seasonal/limited time and others will be foundational colors intended to be stocked for a longer time.

### 6. How many colors do we have?

We currently have 41 colors available.

## Transfers

### 1. How do I clean my Transfer?

We recommend you wash your Chalk Transfer immediately after use. Use cool water to rinse off excess Paste. Do not let your Transfer soak in standing water, as it will remove the stickiness on the backing of the transfer. Once the Transfer is rinsed off with cool water you will want to dry it by laying it face down with the sticky side up on a

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level surface. Dish drying mats are preferred, as they absorb excess water quickly. Once the Transfer is dry, you can reattach the shiny side of the paper backer to the sticky side of the Transfer, which is the preferred way to store your Transfer. You may also use a disinfecting wipe to clean off any Transfer, to remove any excess residue. This will also rejuvenate the sticky side of the transfer. Do not use baby wipes, as they will ruin the transfer over time.

## 2. How long will my Transfer last?

Transfers are designed for multiple uses but are not designed for ongoing/lifetime use. The number of applications in each Transfer varies based on how well they are cleaned between uses, care to apply to a surface and reattach to a backer, and what type of surfaces the Transfer is applied to. For example, if you are using a transfer on raw wood it will affect how many times you will be able to use it, because the wood tends to stick to the transfer. Unwaxed surfaces or surfaces with fibers (raw wood, fabrics, papers) will deplete the life of the Transfer more quickly. On solid surfaces and with proper care, user can consistently achieve 8-12 applications.

## 3. My Transfer doesn't stick anymore; what do I do?

All transfers will eventually lose stickiness. To get the most use you will want to take care of them. Refer the question on Transfer use and care to preserve and restore stickiness.

## 4. How should I store my Transfers?

Make sure your Transfers are completely dry prior to storage. There are multiple ways to store Transfers such as an art portfolio, the original transfer packaging, using pant hangers to hang them, or storing them flat in a drawer. Experiment to discover what works best for you!

## 5. What is 'fuzzing' and when do I need to do it?

The design of the Transfer and the surface you are applying it to affects how well the Transfer sticks. We highly recommend 'fuzzing' a transfer if using on glass, mirrors or windows--all very sleek, often slick, surfaces. Use a terry cloth towel or comparable material to put the transfer on and peel off and on a few times before applying it on the surface you wish to Paste the image on. After application, ensure to clean all the "fuzz fibers" from the Transfer.

## Chalkboards/Waxing

### 1. Which surfaces needs to be waxed and why do I need to wax?

Waxing can improve the adherence of Chalkology Paste to surfaces other than porcelain steel chalkboards. All hanging shaped boards, such as the mini bracket board, require a wax application prior to using Paste. We recommend you test an inconspicuous area first. If the chalk paste flakes off when dry, this is an indicator that you will need to apply a wax layer first. You never need to apply wax to windows and unfinished wood.

### 2. What if I wax a porcelain board?

Unfortunately, you cannot undo it. This will leave a film behind which is difficult to remove. Please remember that all of our framed boards do not need to be waxed.

### 3. What is the Z bar? Why didn't I get screws? How do I install it?

A Z Bar is a simple and secure method for hanging large and heavy items. The Z bar allows the Chalkboard to hang securely and flush with the wall. Z bars are the securest method in hanging our large framed chalkboards. They come in 2 different sizes which are 12" long and 24" long. We recommend that the 24" Z bar be used with any frame 18" X 24" or larger. The 24" Z bar, if installed correctly, can hold up to 200 pounds, and also makes for an ideal system to take the Chalkboard off the wall at any time to re-chalk it.

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The Z bar comes with 2 steel cleats and are pre-drilled holes every 8.” This allows you to drill into a stud in most walls. If you are unable to drill into a stud, we highly recommend using an anchor kit. We do not include screws when purchasing it from us, because you will need to determine what type of screws to use depending on your wall texture and density.

The first cleat will need to be mounted to the wall. We recommend you drill into as many studs as possible or use an anchor kit. When mounting the cleat to the wall we also suggest using a level to make sure your board will hang nicely. The second cleat will need to be attached to the frame. When attaching the cleat to the frame, you will want to use small ½ inch screws and center it to the frame. Do not use large sized screws, as you may drill through the frame. Once you have completed these steps, You should be able to slide your chalkboard into the cleat that is attached to the wall.

## General

### 1. What product is recommended for sealing?

If you want to make your beautiful design last forever, you can by applying a sealant. There are many sealants on the market, such as spray sealants, polyurethanes, and waxes, which can all be used to preserve your designs. Your choice of sealant also varies by the surface you are using and whether your design will be exposed to the elements/ outdoors. Whatever sealant you use, we recommend you read the label to ensure it supports your surface.. When you apply any sealant, do so in light coats, and wait for each layer to dry. You do not want your Paste to get too wet or saturated, or it may run and bleed. Our favorite indoor sealant is the crystal clear Krylon spray.

### 2. What do I do if a product is defective?

You will assist all your customers with any defective products. Do your best to replace the defective product with the same item, and contact Chalk Couture to send you a replacement. If you do not have that particular item in your inventory, then contact Chalk Central and we will send a replacement product to either you or your customer. No shipping will be charged on these replacements for defective product.

### 3. What do I do if I ruin my product?

We will provide a 70% discount within the first 30 days from purchase on Transfers that have been damaged by the user. This discount applies to the same Transfer that was originally purchased. Examples: substantial stretching to the point of not being able to use, folding on itself, sticking to wrong side of backer, improper use on certain surfaces. Before replacing the product, see if you can help your customer to resolve the product issue in order to better your customer’s experience.

### 4. How long does it take for a product to come back in stock?

Product restocking varies based on product, popularity/other orders, season, and location of manufacture. It is possible to take up to 4-6 weeks. Also, based on demand, Chalk Couture reserves the right to retire an out-of-stock product rather than place a reorder.

### 5. I have an idea for a product or Transfer. Where can I share that?

You or your customers can make suggestions using the link below. Those making suggestions who are not a Designer can just enter N/A in the Designer ID field.

<http://bit.ly/2wt0IAw>