

10 WAYS TO MAKE MONEY WITH EASY DOT

10 easy projects you can make using Easy Dot.

A SEAL Value Report

10 Ways to Make Money with Easy Dot

Contents

What is Easy Dot?	2
Easy Dot Use # 1 – Window Graphics	2
Easy Dot Use #2 – Interior Decoration.....	3
Easy Dot Use #3 – Temporary Vehicle Graphics	4
Easy Dot Use #4 – Used and New Car Dealers.....	4
Easy Dot Use #5 – Contour Cut Decals & Stickers.....	5
Easy Dot Use #6 – Interior Doors & Messages.....	5
Easy Dot Use #7 – Golf Tournament Signage.....	6
Easy Dot Use #8 – Fund Raising Signage	6
Easy Dot Use #9 – Event Advertising	7
Easy Dot Use #10 – Faux Stained Glass.....	7
Easy Dot Use #11 BONUS – Window Projection Screen	8
Visit our blog for even more articles!	8

10 Ways to Make Money with Easy Dot

What is Easy Dot?

Easy Dot is an innovative new product that will save time and money when creating and installing wall, window and trade show graphics. The key to its ease of installation is the special dot patterned adhesive which creates air channels that allow for a bubble and wrinkle free installation. No special tools are needed - not even a squeegee! This 4 mil self-adhesive vinyl is available in your choice of a white matte or clear (frosted translucent) finish. Use Easy Dot for trade show panels, POP and retail signage, window graphics, glass office partitions and much more.



In this report, we will suggest just 10 ways to use this new product, but we want to hear from you because we know you will find many more.

Easy Dot Use # 1 – Window Graphics

Whether interior or exterior, applying window graphics can be extremely difficult and requires special tools, wetting agents and skills! You know what I mean. Glass seems to have an energy that “pulls” the vinyl to the surface and creates wrinkles, bubbles beneath the vinyl. In addition, if the glass surface is warm, it can be even more difficult to apply the graphic.



released from below resulting in a smooth application, wrinkle and bubble free.

Because Easy Dot is removable and repositionable, holiday signage is a breeze!

Easy Dot can be used on glass with ease. Because of the unique dot pattern used on the adhesive, the vinyl itself floats above the glass just enough to allow the installer to adjust the position properly before using a hand to press it against the glass. The dot pattern also allows the air to be



10 Ways to Make Money with Easy Dot

Easy Dot Use #2 – Interior Decoration

Many hotels, hospitals, and retail shops are being remodeled these days. Changing the décor or the message in the building can be difficult if permanent graphics are used. Because Easy Dot is repositionable and removable, it can be used for these updates and changed with ease.



Changing signage inside the store is a time tested manner of increasing sales. Difficult areas can be refrigerated glass doors. Static cling signage may not stay in place due to the cold and humidity.



In addition, Easy Dot is a great choice if you want to spice up those office partitions or room dividers. It can be used to create awesome designs while adding a bit of privacy!



10 Ways to Make Money with Easy Dot

Easy Dot Use #3 – Temporary Vehicle Graphics

Easy Dot is not designed for vehicle wraps; however, some vehicles utilize graphics that are temporary in nature. For instance, maybe a taxi cab company wants to sell door advertising on a monthly or quarterly basis. Easy Dot can be printed with the ad, placed on the door, trunk, hood or other flat surface locations and then removed easily when it is to be changed. Proper preparation of the surface is key to smooth, clean removability of the graphics from the flat surface. Make sure the surface is clean and free of dirt and grime. This is a great use of Easy Dot and our in-house tests on a company vehicle have shown no issues in a 90 day period.*

Ok, you say use a magnetic sign, but that's going to be more costly and can easily be stolen or lost in the wind. Easy dot will apply to a solid surface just like regular vinyl, so it will appear more permanent and of course, it can be removed later and replaced with a different sign.

Next time you are driving, just take a look around you and you will likely see many small ads on other vehicles. Imagine how many views the ad will have on the side of a cab!



Easy Dot Use #4 – Used and New Car Dealers

Car dealers are constantly trying to attract attention as well as inform the public of the car price to bring them in. Why not use Easy Dot in some of this advertising? Well, it's actually being done now! Here are a few pictures of pricing being used at a used car lot as sold by a consumer using Easy Dot!



And, yes, Easy Dot was contour cut in the shape to make the application easy. The dealer likes it because his staff can put them on and remove them easily.

*Please note: SEAL® makes no guarantees or warranties of this application. The print service provider should test and verify the application based on individual conditions, print technology and vehicle surface.

10 Ways to Make Money with Easy Dot

Easy Dot Use #5 – Contour Cut Decals & Stickers

Making contour cut decals and stickers is not new to those using digitally printed vinyl, however, making them easily repositionable and removable is! Stickers for stores, homes, in fact, just about anywhere can be a great market to attack. While the dot system or pattern used on Easy Dot may limit how small an image you can contour cut (not less than 1” recommended), many contour cut images are large enough to take full advantage of this media.

Think of those game day stickers for vehicles, windows and signs, etc.! Go Bama! (Don’t be offended Auburn fans, you’re cool too!)



You’d be surprised how many fans of the home team would love to place these stickers on all kinds of surfaces. Letting them know they can pull it off easily is just an added reason to buy one.



Easy Dot Use #6 – Interior Doors & Messages

Sometimes, a shop just needs to label a section of the building, a shelf or a door with a message. Easy Dot is perfect because the shop owner can easily change the signage as they grow or move things around.



I know you think regular vinyl could be used, and indeed it could, but the advantage of Easy Dot is that the shop owner can install it without special tools and remove it when needed. While easy to install, Easy Dot also keeps the office looking professional.

10 Ways to Make Money with Easy Dot

Easy Dot Use #7 – Golf Tournament Signage

Golf is really popular these days and local tournaments are great locations for companies to advertise at through sponsoring a hole. Imagine telling your local courses that you can make signage for the hole sponsors that can be reused saving them cost on the next tournament!

Just print the sponsor ad on Easy Dot, place it on your choice of substrates (Coroplast®, Sintra®, DiBond®, Aluminum etc.) And then when the tournament is done, remove it and use the same substrate for the next tournament! They will love you!



Easy Dot Use #8 – Fund Raising Signage

Fund raising can be a delicate subject in some locations. For instance, high school teams typically have a need to raise funds for equipment, uniforms and more. How about offering them the ability to place non-destructive signage and messaging in the gym or on the bleachers during games? They can contact local sponsors to sell ads and the students can apply the ads as well as remove them and replace them!



And of course these types of signs are not limited to just schools! Any local public service or non-profit organization will love that fact that they can re-use the substrate and just change the message, replacing it with the new event!

10 Ways to Make Money with Easy Dot

Easy Dot Use #9 – Event Advertising

Most events require some advance advertising, but once the event is over, the signs come down and the next message for the next event is put up. Colleges have fraternities, sororities and clubs have weekend events each week! These are the perfect times to use removable Easy Dot vinyl! Cities have local events for many holidays!



Easy Dot Use #10 – Faux Stained Glass

Here's a unique one. How about creating faux stained glass windows? You can print the stained glass pattern, and then cover the window to create the look of stained glass.



My guess is that this technique can be used with clear Plexiglas and using our translucent version of Easy dot to produce some sun catchers and well.



10 Ways to Make Money with Easy Dot

Easy Dot Use #11 BONUS – Window Projection Screen

Here's an unusual one but one that could create a bit of business for you and you don't even have to print! Simply place a large square, circle or contour cut piece of Easy Dot Clear (translucent) on the inside of an exterior window. Now, hook up a LCD projector and computer to show a slide show and direct the image on the back of the Easy Dot. It will show up great at night and even in the daytime if the projector light is bright enough.



I think you can see there are many uses for Easy Dot from SEAL®. Want more info? Visit our website at

www.sealgraphics.com or give us a call and we will be happy to help.

[Visit our blog for even more articles!](#)

USA Offices

SEAL

7091 Troy Hill Drive, Suite B
Elkridge, MD 21075

ACCO Brands

Four Corporate Drive
Lake Zurich, IL 60047

Toll Free Customer Services: 1 (800) 257-7325
Toll Free Technical Services: 1 (800) 486-6502
Fax: 800-966-4554