



Retail Sales Training & Product Info

Questions? Give us a holler: sales@woodstickers.com - 303.997.4961



HI EVERYBODY!

Thanks for carrying Dust City Wood Stickers™ in your fine retail establishment. We wanted to let you know all about our product so that you can better help customers on the floor.

Wood Stickers are a unique product, so there are a lot of common questions that a customer might ask. Below you'll find these questions, with answers direct from Dust City. If anything comes up that isn't on this list, please give us a holler!

Consumer FAQ's:

- **Is it real wood?** Yes, it is real maple (lighter) and cherry (darker) veneer AND... it's FSC certified sustainably grown and harvested!
- **Will it stay on well?** Yes, the 3M adhesive we use is very strong so be extra sure before you stick it to something. You can get them off, but it'll probably ruin the sticker.
- **The sticker looks a little curled up in the package... Is that OK?** Yes, it's fine. We do our best to flatten out the veneer with relaxers and presses before we turn them into stickers, but it's a natural product and sometimes the wood just wants to curl. Rest assured that if you put it on something, the adhesive is much stronger than the wood's tendency to curl - it will stick flat and stay flat!
- **How do they hold up over time/outdoors?** These stickers are sprayed three times with a hydrophobic clearcoat, meaning water will bead right off them. We don't say "waterproof" but they are very water resistant. It also protects against UV damage. So they're definitely a high-quality product that you can use outdoors or around moisture.
- **What can I put it on?** They work great on any hard surface. We've got them on cars, windows, phones, laptops, water bottles, beer growlers, skis, snowboards, luggage... anything your heart desires! We don't recommend putting it on any soft or flexible surface though - eventually the wood will crack.
- **Do they bend?** Yes! As long as you bend them with the grain and you're careful when putting it on, they will stick to any curved surface. You cannot bend them against the grain though - they'll crack. So we make sure we etch everything with the grain aligned so that you can bend it around a water bottle (for example) and have the design upright.
- **Can I put them on a car?** Yes! It is a natural product and will eventually break down, but they last about the same amount of time you would expect a vinyl sticker to last.
- **Can I put them in the dishwasher?** Absolutely! We've run them through the dishwasher more than 20 times on glassware, water bottles and beer growlers... they look as good as new. We recommend putting it on the top rack and using gentle detergent for best results.

INTERESTED IN SOME WOOD STICKERS FOR YOURSELF? GIVE US A HOLLER AND WE'LL SET YOU UP WITH A COUPON CODE SO YOU CAN BUY AT WHOLESALE PRICES ON WOODSTICKERS.COM!