



WOODSTICKER™

RETAIL SALES TRAINING & PRODUCT INFO

HELLO
— AND —
THANKS!

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 (and future wood sticker advocates) out 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.

FAQ'S:

BY CONSUMERS, AND MAYBE YOU TOO.

Not seeing your question? Have more questions? Dying to know more about our amazing product? Contact us here:
SALES@WOODSTICKERS.COM – 303.997.4961

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, giving them water resistance and UV protection. We don't say "waterproof" but they are **very water resistant**. 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 and print 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?

Let us know and we'll set you up with a coupon code so you can buy at wholesale prices on woodstickers.com!



WOODSTICKER™

THE ECO FRIENDLY STICKER



BUT WHAT ABOUT ALL THOSE POOR TREES?

Don't fret! All of our stickers are sustainably sourced and certified by the Forest Stewardship Council.

The Forest Stewardship Council's (FSC) mission is to promote environmentally sound, socially beneficial and economically prosperous management of the world's forests. We are committed to creating a sustainable future, both with our products as well as our business practices. We kinda have a thing for wood so we do everything we can to make sure there's plenty of it for years to come.

SUSTAINABLE FEATURES

Why? Vinyl is a plastic substance the earth cannot digest. Dust City Designs has worked to “**Keep Vinyl Stickers out of our Waterways**”. Our biodegradable, sustainably sourced, wood stickers offer a guilt free version of the classic sticker.

Our hang tags are printed on recycled content paper.

This paper is made from a combination of both recycled material as well as non-recycled material. All of the non-recycled paper material is sustainably sourced and Forest Stewardship Council certified.

Stickers come packaged in a biodegradable cellophane sleeve.

Unlike plastic, cellophane is made from a plant based material called cellulose which is fully compostable. This allows for the packaging to break down over time, leaving no remnants. We also use biodegradable and compostable packing peanuts!

Shipped in sustainably sourced boxes and mailers.

Based in Louisville, Colorado, the company Eco Enclose offers everything from boxes, to mailers, to packaging tape, all sustainably sourced and environmentally friendly! They supply our shipping boxes and mailers that all of our Wood Stickers go out in.

Our Wood Stickers will fully biodegrade!

Vinyl stickers are extremely toxic to produce and even more toxic to consume. When a vinyl sticker breaks down, it leaves behind tiny pieces of micro-plastic that ultimately pollute our land and waterways. When our Wood Stickers break down, they leave behind only wood that can fully biodegrade. Our Wood Stickers will last just as long as a traditional sticker. They can last indefinitely with indoor use and can last up to two years when exposed to the elements of the outdoors or dish washing.

Made in the USA.

From start to finish, our Wood Stickers are made 100% in the United States. This means far less of a carbon foot print is created from the transportation and sourcing of materials. We print, cut, packaging and ship all from our headquarters based in Denver, Colorado.

Interested in seeing our operation in person? Let us know! We love to have visitors to the shop.

More questions?

We're always ready to talk more about our product. Contact us at sales@woodstickers.com or 303.997.4961.