



## CHALKOLOGY™ PASTE

### Is Chalkology™ Paste toxic?

No, but paste is not for human or animal consumption; do not eat. Keep paste away from small children and animals.

### What if my Chalkology™ Paste becomes dry?

Our Chalkology™ Paste contains a humectant, which helps to keep your paste from completely drying out. If your paste becomes dry, you can add a small amount of distilled water and mix it well. Add a few drops at a time until you reach the correct consistency (like sour cream).

### 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. We recommend testing an inconspicuous spot prior to applying Chalkology™ Paste to any surface. Paste colors can interact with certain surfaces and finishes and cause color staining, or “color echo,” after a design is removed.

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

We advise that you test any surface that you plan to apply paste. Darker paste colors have higher amounts of pigment (ie. black and red), and are more likely to stain porous surfaces. Chalk Couture Board Erasers, disinfecting wipes, and soap with water help remove the paste; however, a “color echo” may remain. A “color echo” may be more pronounced the longer it has been on a surface or exposed to light.

### How often will the colors change?

We are consistently producing new and fun colors and organizing colors into palettes. Some are seasonal and offered for a limited time, and others are foundational colors intended to be in stock for a longer time.

### How many colors do we have?

We currently have about 30 paste colors and about 20 ink colors included in our product line.

## CHALK TRANSFERS™

### How do I clean my Chalk Transfer™?

Use cool water to wash your Transfer immediately after use. Do not let your Transfer soak in standing water for a long period of time, as it will remove the stickiness on the backing. After rinsing the Transfer with cool water, dry it by laying it face-down with the sticky side up on a level surface. We recommend you use a dish drying mat, because they absorb excess water quickly. Once the Transfer is dry, 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 want to use a disinfecting wipe to clean off your Transfer and remove any excess residue. This also rejuvenates the sticky side of the Transfer. Do not use baby wipes, as they ruin the Transfer over time.



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### How long will my Chalk Transfer™ last?

Transfers are designed to use multiple times but are not unlimited use. On solid surfaces and with proper care, we estimate you can use your Transfer between 8 and 12 times before the adhesive is no longer sticky. Several factors affect the life of the Transfer—for example, how well you clean it, if you reattach it to the backer, and the types of surfaces you use. If you use the Transfer on raw wood, the wood tends to stick to the Transfer. Unwaxed surfaces or surfaces with fibers (fabrics and papers) will also shorten the life of a Transfer.

### My Chalk Transfer™ doesn't stick anymore; what do I do?

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

### How should I store my Chalk Transfer™?

Ensure your Transfers are completely dry prior to storage. Some suggestions for storage include using the original Transfer packaging, an art portfolio, pant hangers to hang them, or storing them flat in a drawer. Experiment to discover what works best for you!

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

The design of the Transfer and the surface you are applying it to affect how well the Transfer sticks. We highly recommend 'fuzzing' a transfer if using on glass, mirrors, windows, or other slick surfaces. Use our Fuzzing Cloth, terry cloth towel, or comparable material to put the Transfer on. Peel off an on a few times before applying it on the surface. After application, ensure you clean all the "fuzz fibers" from the Transfer.

## CHALKBOARDS AND WAXING

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

Waxing improves the adherence of Chalkology™ Paste to surfaces other than porcelain steel chalkboards. If you are unsure if your surface needs wax, test an inconspicuous area first by applying a small amount of paste. If the paste flakes off when dry, you will need to apply a wax layer first. You never need to apply wax to windows and unfinished wood.

### What if I wax a Couture Gallery™ Board?

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

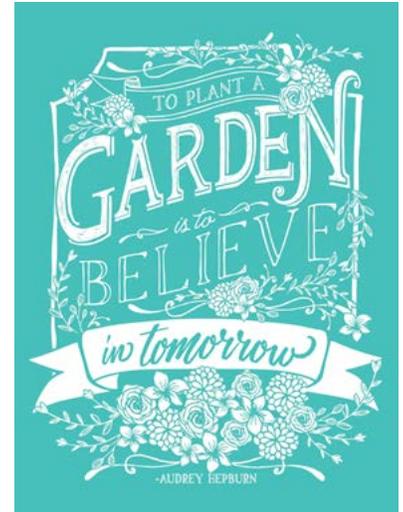
## GENERAL

### What product is recommended for sealing?

If you want to make your beautiful design last forever, apply a sealant. Many quality sealants are on the market, such as spray sealants, polyurethanes, and waxes. Your choice of sealant also varies by the surface you've used and if your design will be exposed to the elements or outdoors. Whatever sealant you choose, read the label to ensure it supports your surface. Apply any sealant in light coats and wait for each layer to dry. If your paste gets too wet or saturated, it may run and bleed. Our favorite indoor sealant is the crystal clear Krylon spray.

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

If you receive any defective product, contact Designer Services at support@chalkcouture.com. If your customers receive any defective product, try to replace it with the same item and contact Designer Services to send a replacement. If you do not have that particular item in your inventory, contact Designer Services to send a replacement product to your customer. No shipping is charged on replacements for defective product.



⤴  
ON SOLID SURFACES  
AND WITH PROPER  
CARE, YOU CAN EXPECT  
8 TO 12 APPLICATIONS OF  
YOUR TRANSFER.



⤴  
OUR COUTURE GALLERY™  
BOARDS DO NOT NEED  
TO BE WAXED.

**What do I do if I ruin my product?**

We offer a 70% discount within the first 30 days from purchase on Transfers that are 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, or improper use on certain surfaces. To create a better customer experience, see if you can help resolve the issue before replacing the product.

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**How long does it take for a product to come back in stock?**

Product restocking varies based on product demand, season, and location of manufacture. It may take up to 4 to 6 weeks to restock an item. Also, based on demand, Chalk Couture™ reserves the right to retire an out-of-stock product rather than place a reorder.

**I have an idea for a product or Chalk Transfer™. Where can I share that?**

We welcome your product ideas! 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/2wt0lAw>