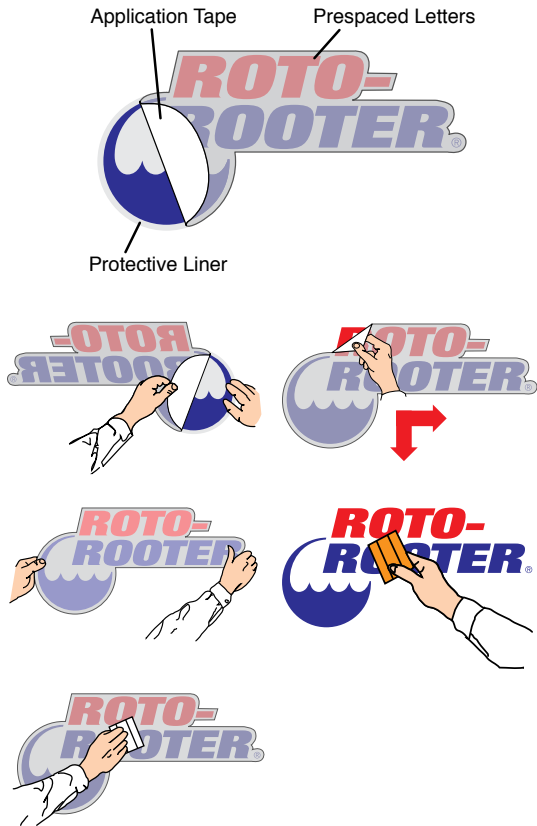


ROTO-ROOTER VEHICLE DECAL APPLICATION INSTRUCTIONS



NOTE: No personal, political or other non-Roto-Rooter branded decals, magnets or stickers may be applied to vehicles.

Application Preparation

Remove any dirt, oil or grease with the following procedure:

1. Wash surface with a synthetic-free rinsing detergent. Avoid washing the surface with a soap containing creams or lotions. Allow to dry.
2. Saturate a clean towel with PrepSol 3919S or equivalent and wipe surface.
3. Dry-wipe surface with a lint-free towel before solvent evaporates.

Application Instructions

1. Do not apply if surface temperature is below 50° F.
2. Surface must be thoroughly clean, dry and free of wax or oil.
3. Lay the decal face down on a flat surface and carefully remove the protective liner. Pull from the bottom.
4. Gently place the decal into the proper position on the vehicle. Tack upper corners down with slight thumb pressure.
5. Starting at the top left, remove the application tape by slowly and carefully peeling it down and back, flat against itself at a 180-degree angle.
6. Using a plastic squeegee with very firm pressure, start at the center of the decal and work outward with short overlapping strokes over the entire surface. Firm pressure breaks the bubbles and activates the pressure-sensitive adhesive.
7. On all surfaces that have overlapping seams, use a razor knife to cut the decal along the seam edge and squeegee into place.
8. If air bubbles occur, puncture the bubbles with a pin and press out the air with your finger or squeegee.
9. Go over the entire surface and edges again to make certain it is pressed down very firmly at all points.

Proper Logo and Trademark Placement

Packages: All packages include single-line logos on the sides, stacked logo on the rear, drain pipe logos on the doors, and the pipeline design with the service identification.

Door Panels: The Roto-Rooter drain pipe logo applied to the driver's and passenger's doors should be centered on the door. If applicable, the 1-800-GET-ROTO decal should be positioned below the Roto-Rooter logo. When space limitations are a concern, it may be placed under the service identification pipeline. Follow the formats shown in the illustrations as closely as possible.

Side Panels: The words Roto-Rooter must be applied in a single horizontal line (not stacked) to the side panels of the vehicle. Begin on the passenger side of the vehicle and center the decal in the available space between the rear of the vehicle and the side doors and/or windows. A space approximately equal to the height of the "R" in the logo should be left as white space between the decal and the back of the vehicle. Some adjustments and centering will be required, depending upon the vehicle and body style configuration.

Rear Of Vehicle: The Roto-Rooter stacked text logo applied to the rear of a vehicle should be flush against the sides and taillights of the vehicle, depending on the available space. The service identification pipeline design containing the words **Plumbing & Water Cleanup, Sewer - Drain Service, or Plumbing & Drain Service** should be applied below the Roto-Rooter logo on the back of the vehicle. Note the examples provided for variations on the service vehicle rear panels which are determined by the manufacturer's placement of license plates and other hardware.

Service Identification Pipe: The service identification pipeline design containing the words **Plumbing & Water Cleanup, Sewer - Drain Service, or Plumbing & Drain Service** should be applied on both sides of the vehicle. The pipe should extend from one end to the other, the curved portion placed at or before the side door handle, the straight end of the pipe extending to the tail light or end of the vehicle. The pipeline graphic may be longer than necessary to allow for trimming at the sides and bottom of the vehicle. Separate pipe sections by a one-inch space. Use the same service identification (e.g., Plumbing & Water Cleanup) on both sides and the rear.