

TRADING PHRASES PRESS KIT:

TRADING PHRASES WELCOMES MEDIA INQUIRIES

We have been in a lot of publications lately, but we're always open to being in more. For high resolution versions of the photographs found on our website, please [contact us](#).



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WHAT ARE WALL DECALS?

At a basic level, decals are simply designs, either text based or artwork that is applied to a wall. Decals are graphic designs made from a roll of very thin self-adhesive vinyl. This decorating concept has been steadily increasing in awareness and popularity in the United States and Canada. Walls are the primary use, but just about any clean, smooth, indoor surface will work. Decals themselves are not a new concept; they have been in commercial establishments, museums, and other areas for years. What is new is the use of artistic fonts and artwork that makes them beautiful and affordable additions in the home. Designs and styles range from modern and geometrical, to classic and traditional, with just about everything in between. Decals range in size from a few inches to several feet that can visually cover an entire wall.

WHO USES DECALS?

Most of us have walls at home, but few of us really consider them as a decorating medium other than covering them with paint and hanging a few pieces of art from time to time. Wall decals bring the humble wall to life with designer statements or artwork. The typical purchaser of wall decals is a home owner, but the medium is perfect for shorter-term installations such as rentals, dorms, or even classrooms. According to surveys, the primary location for installing decals is in the living room, followed by bedrooms and the kitchen. The bathroom and guest room also get a lot of attention with designs that are uplifting and soothing. Kitchen designs tend to lean toward whimsical phrases and statements, while bedroom designs naturally are more romantic and dramatic. Main living areas such as a family room or den showcase designs highlighting home and family, while kids' rooms and nurseries get playful with multi-color and fun designs.



HOW ARE DECALS MADE?

Decals begin as a roll of calendared vinyl. The industry standard is Oracal 631 which is an indoor rated matte vinyl 3 mil thick (about as thick as two coats of paint). We use both the 30" and 48" width, but 24" is also available. The vector-based graphics files are sent from the computer graphics program to the cutter, and a blade does a 'kiss cut' which cuts through the vinyl, but not the carrier paper. The next step is weeding, which is simply removing the excess vinyl. A top layer of application tape is applied on top. This application tape holds the design in place when it is applied to a wall. The decal is then trimmed, packaged with a free installation tool, practice piece, and instruction sheet and then shipped to the customer.

TRADING PHRASES COMPANY BACKGROUND

The company started in 2008 by a cubicle-dwelling husband and wife team that craved the creativity and freedom of running their own company. The concept for the business came much earlier when they were remodeling a turn of the century house. After looking in vain for a way to add period lettering to the cabinetry to help mitigate the unfortunate 1980's updating, they finally hand lettered the designs, to varying degrees of success. Fast forward a few years and the wall decal concept was in the early stages of taking off. After a little digging into the unknown industry, and a lot of persistence to figure out how to make the business work, the company was launched in September, 2008 and has been on a growth cycle ever since.



In 2011 Trading Phrases expanded into fine art printing, adding Canvas Wrapped Gallery Prints for customer photos and Vintage Wedding Prints. In 2013 Photo Wallpaper was added for unique self-stick photo collages which have been enormously popular with customers and bloggers. In 2015 the printing capability was overhauled and expanded to add print and print/cut capabilities such as stickers, printed signage/banners, heat transfers (apparel and tote bags), printed wall decals, semi wraps for autos, and more.



CUSTOMER STORIES

Some of our favorite customers share their stories with us about how the decals have made an impact in their lives. Our tagline is “What do your walls say about you?” and we love hearing customer stories about how they use decals to give a little personality to a room. With approximately 30% of our orders coming directly from custom quotes, we know that we have a lot of customers that are looking for something different, something that they have a hand in designing and in creating. Many of our favorite stories come from customers that we’ve worked with on custom designs over the years.

- We love frantic brides, especially the ones that go through the design process and then forget to order. We rushed a last minute design order to a cruise ship, barely getting it there before they embarked on a week-long floating wedding. Another time we flagged down our friendly UPS driver and managed to delay him for a few minutes as we were scrambling to get a last minute order out the door. That wedding was in the Mexico. Next time we’re just going to jump on a plane and attend one of these fun destination weddings.
- Designers and event coordinators also get our vote for most likely to need overnight shipping. Deadlines can loom for months, but at the last minute we are frantically designing and fulfilling orders that are in the hands of the installers the next day.
- One customer story broke our hearts when a mother called to let us know that the decal she placed in her child’s hospital room made everyone smile when they walked in to visit her comatose daughter. She thanked us for providing those smiles in a place where it is easy to forget to smile on some days.
- We back our decals with a guarantee, but when one customer called to get a replacement letter for the second time in a month, we had to ask what the problem was. It appears that her cat has taken a special dislike to one letter of her phrase, and claws at it until it is shredded. We laughed so hard that we had to replace the letter for a second time, and sent her extras just in case.
- Christmas parties are always a big reason to decorate with decals. We love those orders because we know that the visiting friends and family are going to see it and want their own.
- For those trying to sell empty houses, we had one realtor order a dozen or so decals that he put around the house, including a bold ‘welcome home’ right inside the entry way. Often a simple visual cue can make the house more memorable.
- Businesses know that signage is an integral part to looking professional. We’ve helped launch restaurants, gyms, preschools, offices (at home and otherwise), and many more. DIY decals save money and look great, too!

TRENDS AND POPULARITY OF WALL DECALS

Wall decals, in one term or another, entered the scene in 2005 and their popularity has been growing rapidly ever since. Their ease of installation, removability, and available colors make them popular choices for home decorating. Other common names include:

- wall quotes—popular for the East Coast and Midwest and in Canada
- wall words—trending down, but still popular on the East Coast and Midwest and in Canada
- wall stickers—popular in Australia, Denmark, and the UK
- wall lettering—trending down, but still popular on the West Coast, Midwest, and in Canada
- and wall appliques—popular in the US East Coast and in Canada and the UK

There is no single term that works for everyone, and there is no telling what term will be popular in the future.



WHY CHOOSE TRADING PHRASES

At Trading Phrases we firmly believe that the order is not done until the customer is smiling. We offer the best money back guarantee in the industry, which makes ordering worry free. Combine that with free color samples, a free custom quote process with a trained and experienced designer, and the best premium vinyl available and you have a formula for making the customer happy.

We include a free practice decal in every order, plus full instructions and an installation tool to make the DIY process of installing easier. With over 200,000 decals sold and installed by the customer, we've run across just about every scenario out there.

We are a company with a heart, and have given away over \$30,000 in free decals to charitable events and organizations for fund raisers. We have worked with great organizations such as the Ronald McDonald Foundation, Make a Wish, and many more. We welcome the opportunity to work with others, [contact us](#) for a partnering opportunity.



OTHER PRODUCTS

Photo Prints as Artwork:

Wall décor is more than just decals, to make it really personal you need to add photos. We offer canvas wrapped prints, photo wallpaper, photo collage prints, and more options to let customers get the artwork they will love. We offer exclusive decal designs that combine with photo print options beautifully (if we do say so ourselves) which you won't find anywhere else. Our Vintage Wedding Prints are a perennial best seller, as they are unique gifts that everyone loves.

Stickers, Vinyl Clings, and Car/Truck Signage

We can hold our own with the local sign shops in that we offer printed and printed/cut paper, canvas, and vinyl options. We can create your custom labels for food, beverage, or other products, or even create custom stickers to promote your event or business.

Banners, Poster Prints, Signage and More:

Interior banners, poster prints on large format media (up to 64") colorful signage for walls and windows, and more—all shipped directly to you for a quick and easy installation without paying for an expensive sign shop installer. Businesses looking to get a great look for less have been flocking to the DIY model, and we're in the perfect niche to fill those needs.

T-Shirts and Canvas Totes:

Turn your customers into walking advertising with affordable t-shirts or canvas bags customized to suit your needs. Our favorite customer is the one we get our eggs from each week at the local Farmer's Market. We love seeing their customers walking around with their logo displayed proudly on their custom tote bags!



CONTACT INFORMATION

For all inquiries, our mailing address is

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- **For media inquiries**, contact Morgan Battisti, General Manager, ext 800. Morgan@TradingPhrases.com
- **For blogger and advertising requests**, contact Samantha Vargo, Design and Marketing Manager, ext 801. Samantha@TradingPhrases.com
- **Customer support**, website, and ordering questions can be directed to info@tradingphrases.com



FACTS & METRICS:

- Trading Phrases is one of the leading wall decal companies in the US. We can be found on social media such as:
 - Facebook: facebook.com/TradingPhrases (35,000+ fans)
 - Pinterest: Pinterest.com/tradingphrases
 - Instagram: Instagram.com/tradingphrases
 - Twitter: [@TradingPhrases](https://Twitter.com/@TradingPhrases)
 - YouTube: youtube.com/user/TradingPhrasesVideos
 - Google+: plus.google.com/+TradingphrasesDecals/about
- Trading Phrases is a family owned business, located in Columbus, Ohio. We have been in business since 2008 and have currently have 12 employees, 4 cutters, over 5,000 designs, and one ginormous print/cut machine.
- The website averages over 74,000 visitors per month (over 57,000 unique visitors), and over 1.2 million visits per year. The average pages viewed per visit are 5.58, but we've had customers that view 500+ pages in one sitting. That's dedication.
- Our decals have been featured in many forms of the media, reviewed in magazines, featured by celebrity designers in newsletters and blogs, and even on television in Bravo's Pregnant in Heels. Locally you can find us in several businesses and in the annual Columbus BIA Parade of Homes.

- Our primary customer persona is female, age 30-45, married, and from a dual income family. She has children, and shops online to save time. She has an active family lifestyle, and is looking for ways to personalize her home without spending a lot of time or money.



BLOGGER INQUIRIES:

We work with bloggers for reviews, giveaways, and other promotions. Given the demand, we can only accept bloggers with an Alexa ranking above 300,000 and with over 600 page views per month.

If you provide a link to your review or contest on your blog and an image file of your blogger button, we'll add it as a backlink to our website.

GIVEAWAYS AND REVIEWS

At this time we are only promoting using giveaways and reviews in the US.

THE REVIEW PROCESS:

You choose a design from our site, including the item number, size, and color choice. Price limit on a design is \$50, exclusive of shipping. We ship most items within three business days. While you're waiting for your decal to arrive, please review the installation video(s) on the website to get an idea of how to install the decal.

Once you receive the decal, we ask that you take pictures of the actual design up on your wall for the review and use your own words to review our product. It is bad form to simply copy and paste the information straight from our site for your write-up. If you have any questions about installing your decal, or something is not quite right, please contact us immediately.

GIVEAWAYS:

You can sponsor a giveaway at the same time as you are working the review or you can simply do a giveaway by itself. Our giveaway prizes are gift certificates to Trading Phrases for any of our products.

Required for all entrants:

1. Have your readers go to our site and let you know their favorite design to enter (WITH A LINK TO IT).
2. Your readers must "like" (become a fan) of our Facebook page <http://www.facebook.com/tradingphrases> as an entry.

Optional for entrants:

1. Have your readers sign up for our newsletter as a possible entry
2. Have the readers comment on our Facebook page.

