

Redecorate in an Hour?

Change the personality of a room in less than an hour with wall decals.

Text by Morgan Battisti photos courtesy of Trading Phrases





A wall decorated with numerous framed photographs of various sizes and a large, ornate, grey letter 'B' wall decal.

CAN YOU MAKE over a room in less than an hour? You can if you try wall decals. Wall decals have become a popular way to add personality to walls beyond the traditional artwork. They are affordable, easy to install, and best of all, they are a way to give your home more of your personality.

FIVE YEARS THEY HAD LIVED there. Five years of kids growing and lives changing. Connie looked at her family room and saw the reflection of the five years of love, of clutter, and of wear and tear. The room looked tired. She couldn't remember the last time they built a fire in the fireplace or played a family game on the coffee table.

Connie realized the room needed a change. She needed a change. Over time the room had lost its personality, and had become a dumping ground for kids' shoes and toys and for clutter that never made it back to where it belonged.

Connie went online and searched for quick decorating ideas. She came across Trading Phrases and the idea of wall decals. After sifting through dozens of great designs, she decided on a photo branch to create a photo wall.

A few days after placing the order, the decals arrived and Connie went to work. She'd already watched the installation video, and had the confidence to do it herself. She carefully cut the sections of the design apart,

and installed the photo branch, making sure it was level. She placed the framed photos of her family next, then added the 'hanging strings'. Less than an hour later the room had the personality she was looking for. The family loved their photos highlighted in such a fun way, and everyone that entered

Trading Phrases makes it easy to change the personality of your room in less than an hour with thousands of designs, great color choices, and a ton of ways to personalize your design.

"Our customers love powerful and beauti-

CAN A ROOM GET A NEW PERSONALITY IN ONLY AN HOUR? TRADING PHRASES THINKS SO.

the room was instantly drawn to the photo wall. Connie couldn't be happier with the result. "It completely changed the look and feel of the room" she sighed happily.

So how easy are wall decals to install? Decals are pre positioned and pre-spaced when they arrive. Designs such as the photo branch have elements that can be cut apart and placed where the customer needs them, but words and text are ready to install without the extra step.

ful statements" says Samantha Vargo, Lead Designer for Trading Phrases. "We get a lot of custom quote requests for family sayings, quotes by grandpa, or even a favorite quote or poem for the wall". "I generally recommend that my customers request a free color sample if they have any questions about the colors". She adds.

Installation generally takes a few minutes for a small design, to over an hour for large designs. It pays to take the time to visualize



FAR LEFT

A photo branch design highlights family photos in a fun and playful way.

LEFT

A large design can add a lot of interest to a room

TOP RIGHT

Photo contest entries from customers that have transformed their spaces with wall decals



it in place and to make sure it is level before applying it to the wall.

“Wall decals are as permanent as you want them to be.”

“Once they are up, they will stay there until you are ready to remove them.” Samantha states. The removability makes them perfect for decorating a child’s room, a dorm room, or for renters that have to leave the walls the way they way they found them. “It is a

great way to add your colors and personality without haggling with a landlord over paint.” She adds.

To get the latest look in your family room, visit TradingPhrases.com and get some great ideas for your space. There are thousands to choose from, and Samantha and her design team are constantly churning out fun new designs and graphics.

“We have a lot of repeat customers that fall

in love with the clean look of decals and end up adding them to multiple rooms and surfaces. We love getting customer photos to see how people have used them in their rooms. I love seeing something I created in customer photos, and I love hearing the stories about how the design changed their room.” Samantha says.

What do your walls say about you?

Tips & Tricks for Quick Installation

Use a level to make sure your design is straight. Do not eyeball it, because if it is slightly crooked, you’ll notice it—trust us. If you have a smart phone, it is easy to download an app with a level in it. A quick survey of the tools in the garage will also turn up levels in a lot of toolboxes.

Watch the installation videos on the website. They give you a lot of tips and tricks for installing the decals. Also be sure to read the instructions before tackling the job. It is easy to do, but being armed with information is always a good bet.

Make sure your surface is ready for a decal. If you have heavy texture, glossy or new paint, Trading Phrases recommends testing the surface with the free practice piece before attempting the main decal. A little practice goes a long way.

Use the installation tool that is included free in every order and then hold on to it for easier removal. The tool will save a lot of time, and a few fingernails when you remove the decal. For stubborn designs, a little heat goes a long way. Use a hair dryer to heat the design and make the adhesive a bit more pliable.