

I Am Decals Launches On Kickstarter - Personalized Decals That Share Your Story

Flagstaff, AZ - August 5, 2017. Normal Technologies is excited to announce the launch of a Kickstarter campaign for I Am Decals, personalized decals and t-shirts that express who a person is through a unique collection of icons. Backers will be able to build their own collections from a library of more than 700 icons that express their hobbies, profession, relationships and other interests.

“I was looking for decals to put on my car that represented the things I care about, but when I put them all together it looked like a jumbled mess. What I wanted was a set of symbols that looked polished and was purposefully designed as a collection,” said creator Nathan Shafer.

The decals are designed to share a person’s story on the back window of their vehicle through a clean and modern collection of icons. After building a personal collection on the web site, the decal is then made to order by an in-house specialist and shipped directly. The collection is cut as one set by a computer controlled cutting-plotter to ensure perfect spacing and alignment from high-quality vinyl that is rated to last 6 years outdoors, through sun and weather.

About one in four of the 250 million vehicles registered in the United States have some kind of personal decal on their back window or bumper. “I can see that people want to express themselves on their cars but they don’t want to clutter it up with a lot of stickers for all of their different interests. I Am Decals neatly addresses this need,” said Laura Shafer.

Personalized collections are also available as a t-shirt with up to 8 icons, in men's and women's styles with multiple size and color options.

The collection is built on a modern and responsive website. “A lot of effort was made to make it fun and easy for people to build their own collections,” said creator Nathan Shafer. There are currently over 700 Icons available in the catalog to use in personalized collections and more are constantly being added.

In exchange for backing the project on Kickstarter, supporters will receive decals or t-shirts starting at \$25 for the early bird special. Bundles of multiple decals and t-shirts are available for even bigger discounts. Backers can also give their vouchers as gifts or stocking stuffers.

Nathan and Laura Shafer live in Flagstaff, AZ and have been developing I Am Decals for over a year. They are very excited that their project, which started as a personal expression, now has the potential to be a huge trend seen on vehicles nationwide.

For more information, please visit the [Kickstarter page](#) or contact the creator, Nathan Shafer, at nate@iamdecals.com. The Kickstarter campaign will run through September 5, 2017. Visit the website at IAmDecals.com to browse the catalog of icons and build your own collection.