

# Installation Instructions: Specialty Indoor Self-Adhesive Wallcovering

For Products

Indoor Self-Adhesive Murals

## Note to Installer Before You Begin

**This product is a custom-fit mural, and its installation requires a higher attention to detail than installation of standard repeat wallcovering. Prior to Installation:**

- Confirm that this is the correct product for this installation.
- Familiarize yourself with the installation diagram, and look for any potential discrepancy between the diagram and the actual installation space.
- Inspect the mural. If at all possible, unbox and inspect every panel of the mural ahead of time, looking for any apparent defects. If space doesn't allow the entire mural to be laid out, inspect each panel as you prepare them for installation.
- Assess all walls for significant bowing or other uneven surfaces that may cause misalignment of panels.
- Follow all included installation instructions and installation diagram.

**If no defect is evident before installation, the material should be inspected after three (3) panels are installed. Should you discover any problems at this time (or at any point during installation), STOP IMMEDIATELY and CONTACT LEVEL at (216) 432-1400 X.108. LEVEL WILL NOT BE RESPONSIBLE FOR CHARGES OVER THREE (3) PANELS OF MATERIAL.**

## Installation Diagram

An Installation Diagram illustrating the appropriate sequence of panel installation is included with the finished goods. The wallcovering **must be installed in strict accordance with this diagram**. If the Installation Diagram is missing, stop and contact Level at (216) 432-1400 x.108 for immediate assistance.

## Drywall Application

Pressure sensitive (self-adhesive) graphics in drywall applications are challenging for many reasons:

- Drywall is an extremely porous surface and sealing it up is critical for a good application.
- New drywall (less than one year old) does a lot of moving as the new building settles and wood studs and the drywall dries out. This can result in graphics lifting.
- New drywall can outgas as it dries out resulting in bubbles or blisters forming under the graphics.
- Paint manufacturers are constantly changing their formulas. What worked 'yesterday' may not work 'tomorrow.' Different paints require different cure times. Heavily pigmented paints take significantly longer time to cure.
- Environmental conditions can speed up or retard cure times. Graphics applied to un-cured paint may fail. Consult with your paint manufacturer for the proper primer and paint to use and their respective cure time. Even with the best of conditions some jobs may require touch ups.

For these reasons, there is no guarantee for Self-Adhesive graphics in drywall applications.

## Surface Preparation

Wall surfaces should be clean, smooth, and free from any marks, mildew, and imperfections. Any loose paint, existing wallcoverings, or other surface materials should be removed.

Any mold or mildew must be removed from the hanging surfaces prior to installation. Walls should not contain in excess of 4% residual moisture content. A moisture meter should be used to determine moisture content. Moisture infiltration and accumulation can lead to mold or mildew growth and must be corrected prior to the installation of the wallcovering. If you are unsure if moisture problems are present, consult a qualified professional before proceeding.

Use only a lead pencil for marking walls and back of wallcovering. Do not use ballpoint or marking pen, they will bleed through the surface.

Make sure that all surfaces to receive wallcovering are protected from damage during installation.

## Installation

### BEFORE INSTALLATION

- Unroll and lay the material flat, allowing the graphic to relax at room temperature for at least 90 minutes.
- Do not allow the adhesive to touch any other areas of the product as this may result in damage.
- Do not install onto cold or damp surfaces, or anywhere near heaters, fires or central heating radiators.
- If the wall has been freshly painted, allow it to fully cure, at least one week prior to installing. Consult your paint manufacturer for proper cure times.
- Use a test strip on walls. For best results insure the wall has a flat, smooth, even, dry surface. Avoid textured surfaces including textured paints, wallpapers, stucco, scrub-able paints, etc.

### TO INSTALL

- Use a clean alcohol-saturated cloth to remove any dust from your wall surface. You may need a damp cloth or cleaners to remove excessive dirt and dust followed by the alcohol wipe. If so, allow an additional 24 hours to dry as many surfaces quickly absorb and hold moisture like a sponge.
- Spread out the panels on a flat surface, face down and in an area free of dirt and debris. Begin peeling back the liner of the first panel from the top down to about 2 – 5 inches, and fold it under. Position the panel on the wall.
- Once it is in place, lightly tack down the exposed adhesive. Using a squeegee, smooth down the rest of the exposed adhesive working top down and from the center out. Remove and additional 6 – 10" of liner and apply the material with the squeegee, again working from the top down and from the center out.
- After your initial inspection (see below), continue in this manner until the entire printed graphic has been applied. Plan for a 1-inch overlap.
- Finish by re-squeegeeing all the outer edges and overlapping seams to insure good contact with the wall surface.

### INITIAL INSPECTION

- **AFTER 3 PANELS ARE SMOOTHED TO THE WALL SURFACE AND EXCESS PASTE HAS BEEN REMOVED, STOP AND EXAMINE THE INSTALLED PANELS FOR ANY VISIBLE DEFECTS. SHOULD ANY ISSUES BE DISCOVERED, REFER TO NOTE TO INSTALLER BEFORE YOU BEGIN ON THE REVERSE SIDE FOR INSTRUCTIONS.**

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## Removal

To Remove Your Mural:

- Starting in a corner, carefully pry up the vinyl from the wall.
- Pull back at a 90° angle to create least amount of stress on painted surface underneath graphic.
- Continue peeling at a slow speed, keeping the angle 90° and diagonal to the panel.
- For best results, remove slowly.

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## Warranty

Level Digital Wallcoverings warrants its finished product to be free of manufacturing defects for a period of 90 days from date that finished product is received by customer. Please inspect all goods immediately upon receipt.

Level Digital Wallcoverings is not responsible for labor charges, improper installation, installation of incorrect goods (those not approved or confirmed by the customer), removal of goods, or problems arising from defects in the construction, surface, or preparation of the wall.