

Installation Instructions: High Performance White Vinyl Wallcoverings

For Products

Smooth Vinyl Murals + WallMax®
Stipple Vinyl Murals + WallMax®
Semi-Smooth Vinyl Murals + WallMax®

Canvas Emboss Vinyl Murals + WallMax®
IMO Vinyl Murals + WallMax®

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.

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.

A wallcovering primer (Roman-PRO 977 Ultra Prime is recommended) is required and it is never recommended to apply wallcovering directly to paint. Gypsum board finish should comply with AWCI Specification, Level 4 or higher although a Level 5 finish is ideal.

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.

Do not install wallcovering unless a temperature above 65° F with a relative humidity level of 50% or less is maintained in both areas of installation and storage for at least 48 hours prior to and after installation.

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

Adhesive

Use a wallcovering adhesive that is strippable and cleans up with water before drying (Roman PRO-774 Clay Strippable or PRO-880 Clear are recommended.) An adhesive that is mold and mildew resistant is recommended in areas that are susceptible to mold or mildew.

Installation

LAYOUT & ALIGNMENT

- Follow the Installation Diagram to determine the direction and sequence of each panel, and to determine the best starting point for installation. **Though they may appear similar, each panel is unique and may not be interchanged with another panel***.
- Wallcovering panels are shipped with unprinted selvage around the edges to protect the panel during shipping. This selvage area also **includes panel information and indicator marks** for proper alignment. Take note of this information **before trimming** off the selvage.
- All panels have **2" of bleed on the top and bottom*** to allow for variations in the wall height. Be sure to **account for this when planning the location** of your panels.
- The **first and last panels** also include **2" of bleed on their outward facing sides*** to allow for variations in the wall length. This is indicated **with a registration mark** at the top of the panel (see the Installation Diagram for reference). Be sure to **account for this when planning the location** of your panels.
- All panels have **1" of bleed on each side where they meet an adjacent panel*** to facilitate pattern alignment. See [Trimming Options](#) below for more information.
- **Proper alignment of the pattern is critical** to a successful installation. Use a **laser level** to mark **plumb lines** on the wall for **each panel**. Align the **registration marks** on each panel with the plumb lines to make sure it is **perfectly plumb**. (If a panel is rotated even slightly it may appear to align in one area, but will not align in another.) Then **beginning at eye level**, use the **pattern itself to fine-tune** the alignment of the pattern across the panels. Once the pattern is perfectly aligned, proceed to trimming the seams (see [Trimming Options](#) below).

PASTING OPTIONS

- **Recommended: Paste the Wallcovering.** Apply the recommended adhesive to the back of each panel using either a pasting machine or a paint roller.
- **Option: Paste the Wall.** Apply the recommended adhesive to the wall using a paint roller and mist the back of the wallcovering with warm water.
- With either option, book the wallcovering for 10-15 minutes, then apply the panels directly to wall in the correct order.

TRIMMING OPTIONS

- **Recommended: Double Cut.** Remove the unprinted selvage from the sides of each panel, but do not trim the 1" bleed. When installing each panel, overlap the bleed areas to align the pattern from one panel to the next. Double cut each seam as you go.
- **Option: Table Cut.** Lay the panel on a table and align a straight edge with the registration marks at the top and bottom of the panel. Trim along the straight edge to remove the 1" bleed. Use the freshly trimmed edge of your panel to help align the straight edge on the adjacent panel. Butt-fit the panels on the wall.
- Trim the wallcovering with a very sharp razor knife.

SMOOTHING & CLEANING

- Avoid excessive side-to-side pressure when applying the material. Use a **smoothing brush** or a **plastic smoother** to remove air pockets or paste lumps. Work air pockets or paste outward toward the edges. Avoid tools with metal blades as they may tear the material or damage the printed surface.
- Excess adhesive may be removed from the face of the wallcovering using a clean, damp **natural sponge** and a **lint-free microfiber cloth**. Make sure to continuously wipe away excess adhesive as you install the panels, as dry adhesive may leave a hazy residue on the panels.

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.**

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.