

level

Installation Instructions: Indoor & Outdoor Self-Adhesive Brick-Wrap

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.

Application Method

- The application surface **MUST** be dry prior to application. Do not install after a rainstorm! The bricks will take a minimum of 24 hours to dry in warm weather.
- **Always test a 10" x 10" section of your graphic first to insure good adhesion.** Test in areas showing the greatest extremes to be encountered to best understand what is to be expected.
- In most cases dusting the wall with a still brush is sufficient prior to application. In some cases there may be some oils, dirt or salt which has bled to the surface that will inhibit adhesion. In these cases, the wall must first be washed with a tri-sodium phosphate/ water solution (follow the dilution instructions on the bottle). Allow at least 48 hours for the wall to dry prior to application. Moisture left in the wall may result in pre-mature failure of the graphic if the wall is not completely dry prior to application.
- If the wall has been painted, thoroughly clean and degrease the painted surface. Where walls are painted with "Scrub-able" paints (typically silicone containing paints) the application is not warranted.
- Use the 'hinge method' to line up the graphic and to install by removing small sections of the liner at a time and applying flat areas first onto the rough wall with a soft squeegee.
- Heat up the film in small sections from left to right with a heat gun set to a minimum of 850°F (450°C) then immediately firmly press the heated film down into the rough texture of the brick wall with a semi-rigid roller. Use of a hand held IR thermometer is required to insure the proper temperatures are achieved.
- If needed, remove all air pockets by poking with a pin (do not use a knife) and re-heating and pressing the air out with a soft cloth or the roller.
- There may be areas with significant variability in surface texture, typically changes greater than 1/8 inch may result in some spots that lift or cannot be fully applied. This is to be expected. In most cases this will not negatively detract from the intended message when viewed from the intended viewing distance of 15 ft or more, nor will it reduce the expected life of the graphic.
- After the application is complete and all air pockets removed, heat up to 220°F (104°C) one more time to relax and re-set the film's memory. Pay close attention to where the graphic is seamed (overlapped) and allow more time for the heat to penetrate all the way through. Pay special attention to edges as these are often overlooked and a common failure point.

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- Graphics applied to the expansion joints and edges that extend into mortar joints must be trimmed out of the graphics.
- Graphics should start and end on the flattest portion of the brick when possible. A seam or edge that ends in a mortar joint can result in lifting.
- Plan to return the next day to give special attention to areas that did not see enough heat or pressure and as a result may have lifted.
- Expect anywhere from 10 – 20% (more depending on the roughness of the wall) of the graphic not to have fully adhered to the rough wall. This is normal and does not detract from the intended message and is not a reason for a claim.

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.**

Removal

To remove, re-heat small sections of the graphic to approximately 150°F (65°C) and pull off the wall at 180°. Continue working in small areas until completely removed. Some adhesive might be left behind, remove this with Isopropyl alcohol or an adhesive remover. Test a small area first with your remover of choice to insure it does not damage the wall.

Limitations

Due to the wide variability of exterior wall surfaces, sealants and paints, no guarantees for successful applications to, or removal from, painted or rough wall surfaces are made by Level. If the wall is heavily textured, meaning extreme high and low points, like sometimes seen with stucco, no product will work well as there will not be enough surface contact for good adhesion.

- The user is responsible for determining the product's suitability, including adhesion and if needed, removal characteristics when used in applications other than interior or exterior brick.
- If there are any questions about applications, please contact your Level sales representative to discuss your requirements and for specific recommendations.

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.