



## INSTALLATION INSTRUCTIONS FOR DIGITAL SUBSTRATE WALLCOVERING

### Flash warnings:

**SPECIAL INSTALLATION INSTRUCTION** This wallcoverings contains metallic particles and can conduct electricity. To avoid possible fire hazards or electric shock, wallcoverings should not come in contact with or extend into electrical-outlet boxes or light-switch boxes. Turn off all electricity to the room prior to starting installation.

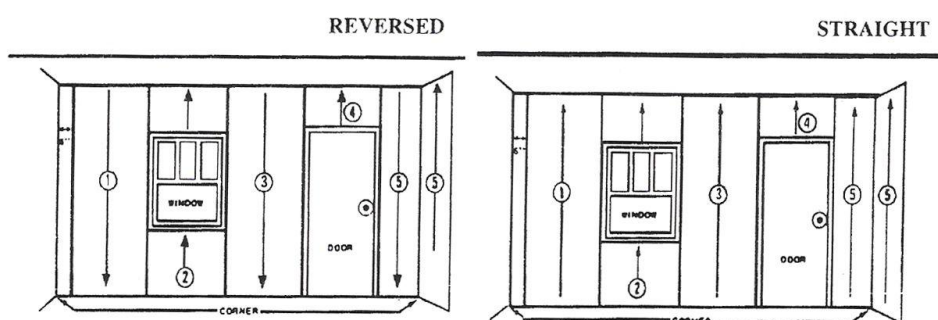
**SPECIAL NOTE:** Please be aware this wallcoverings may interfere with broadcast signals, such as Wi-Fi and radio reception, because of the polyester/metal layer. Tests have shown 5% or less impact on signals when the receptor is totally encased in wallcoverings but the interference may vary depending upon the specific installation conditions.

### **IMPORTANT GUIDELINES FOR CONTRACTORS AND SUPPLIERS- STOP & READ BEFORE INSTALLING**

1. The supplier shall provide a complete copy of Prime Wallcoverings current Hanging Instructions to the installer pertaining to the installation of the wallcoverings. **ALL INSTALLATIONS MUST CONFORM TO MANUFACTURERS CURRENT INSTALLATION INSTRUCTIONS AND PRODUCT TECHNICAL INFORMATION IN ORDER FOR MANUFACTURER'S WARRANTY PROTECTIONS TO APPLY.** If the wallcoverings is installed in a manner other than that recommended by Prime Wallcoverings, it is done at the sole risk of the installer and Prime Wallcoverings warranty protections do not apply. Use of a mold inhibiting primer product and the use of an adhesive containing a mildew inhibitor is recommended.
2. All labels shall be checked for accuracy by the installer to insure that the shipment is received as ordered. Check all roll tickets to determine if more than one run or lot of the same pattern is to be installed. Installer should have a sample of the wallcoverings pattern for comparison.
3. If no defect is evident before installation, the material should be inspected after three (3) panels are installed. If any defect is evident at this time (or any point of the installation) no further material should be applied and print provider should be contacted **IMMEDIATELY**. **DREAMSCAPE WILL NOT BE LIABLE FOR CHARGES OVER THREE PANELS OF MATERIAL.** Prime Wallcoverings will replace defective wallcoverings in accordance with the terms of its Limited and Exclusive Warranty. If there are any questions on the following instructions, contact Prime Wallcoverings **Customer Service Department** at 1-888-220-9093 (within US and Canada) , 001-605-604-7692 (International) before proceeding.

### **HANGING ORIENTATION**

The preferred orientation for most random patterns is reverse hanging of alternating panels. However, for some items such as metallic prints or special directional embossing like grass cloth or glass beads, installations may benefit from straight hanging these products. This is due to the high reflectivity of some print finishes and embossing and the variation these products have under different lighting conditions. If there is any doubt about the optimum hanging orientation of a given product, installers should review both methods on 3 strips to determine the optimum performance before proceeding to the full installation.



### **SURFACE PREPARATION**

- A. For best Flash hanging results, the drywall surface should be finished to a level 4 prior to installation.
- B. All hanging surfaces must be clean, smooth, dry, undamaged, free of mold, mildew, grease or stains, and structurally intact. All loose paint and other wallcoverings should be removed. If moisture is present, immediately identify and eliminate the source(s) of the moisture and verify that all wall surfaces are completely dry before proceeding.
- C. Any mold or mildew **MUST** be removed from walls and 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. This product is intended for use in buildings that are properly designed and maintained to avoid moisture infiltration, condensation and or accumulation at wall cavities and wall surfaces, particularly in warm, humid climates. Walls should also be treated with bleach, Lysol and/or other approved, mildew-inhibiting products in order to inhibit further mildew growth. Prime Wallcoverings will not be responsible for any performance and/or quality issues if moisture problems are not addressed before installation, and/or if the building is not properly maintained to prevent moisture infiltration following installation.
- D. Proper surface preparation is key to getting great results. To prepare the surface properly, we recommend that you prime all surfaces with a universal, white-pigmented, mold inhibiting wallcoverings primer.

- E. 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.
- F. Do not install wallcovering unless a temperature above 65° degrees F is maintained in both areas of installation and storage for at least 48 hours prior to installation.

#### **ADHESIVE APPLICATION**

Hang wallcovering with a premium quality heavy-duty clay pre-mixed adhesive. Use of a mildew inhibitor in the adhesive is recommended as above instructions. **Roman Adhesives Eco Brand Primer and Adhesives are recommended to comply with NSF-342 Sustainability** Do not dilute adhesive. Brush an even coat of paste over entire back of wallcovering. Pay particular attention to run over edges so they are sure to be pasted. Book material for ten minutes.

#### **SELECTING AND CUTTING WALLCOVERING**

- A. Before cutting, examine goods to make certain pattern color is satisfactory and as ordered. The installer should have a sample of wallcovering pattern for comparison.
- B. Cut rolls in sequential order starting with the highest number working down to the lowest number. Make certain that run numbers are broken at the corners only. Allow for matching of repeats and trimming at ceilings and baseboards.
- C. Number panels and headers as they are cut from the roll and apply to wall in same sequence.

#### **APPLYING WALLCOVERING TO WALL SURFACE**

1. Determine whether the pattern match is random, straight across, or drop match. Measure the wall height, allowing for pattern match, add 4 inches, and then cut the wallcovering. It will overlap onto the ceiling and the base approximately 2 inches.
2. Apply the recommended adhesive to the back using either a pasting machine or a paint roller. Work the adhesive in, to cover the back completely, especially near the edges. Fold each end toward the middle, pasted sides together, aligning the edges carefully so they do not dry out. CAUTION: Do not crease wallcovering. Allow to “relax” for ten minutes (booking). This will allow the adhesive to penetrate the wallcovering fabric, which is important to a successful installation.
3. WITH ALL DIRECTIONAL PATTERNS, IT IS IMPORTANT TO LINE UP PATTERNS AT EYE LEVEL ALLOWING ANY DRIFT IN LINEUP TO RUN OFF TOWARD CEILING AND FLOOR. THE STANDARD ALLOWANCE IS ONE QUARTER OF AN INCH UP OR DOWN. IF PATTERN IS LINED UP AT THE CEILING THE PATTERN WILL BEGIN MISALIGNMENT SOONER AND THE GAP WILL BE LARGER. ALSO, MOST PATTERNS WILL BE VIEWED AT EYE LEVEL THEREFORE IT IS THAT AREA THAT NEEDS TO LOOK ALIGNED. IF THERE ARE ANY QUESTIONS ABOUT PATTERN LINEUP, CONTACT SUPPLIER. BE SURE FIRST DROP OF WALLCOVERING IS SQUARE ON WALL BY PLUMBING THE WALL AND USING A LEVEL.
4. Goods are designed to match up to 54” wide on walls depending on the pattern. WHEN INSTALLING, EXACT TRIMMING AND LINE UP OF THE PATTERN IS CRITICAL (See installation instructions specified to each design.)
5. Avoid burnishing the face of the material. Use a wallcovering brush or a plastic scraper to smooth the wallcovering onto the wall. Mylar products should be installed only with fabric smoothing tools.
6. Do not rub. Do not allow vinyl adhesive to dry on surface as it may leave a white residue. **Wash off excess paste from the face of the wallcovering as you hang it with a cellulose sponge. The cellulose sponge must be rinsed in clean water after every use. Blot dry with a clean cloth.**
7. Overlap the second strip over the edge of the first strip. Tape seams underneath with a low adhesive tape before overlapping and double cutting to avoid getting adhesive on the wallcovering. **TO LESSEN SEAM ISSUES, DOUBLE CUT THE WALLCOVERING WITHOUT CUTTING INTO THE WALL OR SHEETROCK BY USING A SPECIAL SEAM CUTTING KNIFE (FOR EXAMPLE, USE ADVANCE QUALITY PRODUCTS “SEAM BUSTER WALLPAPER KNIFE”).** Use a soft bristle brush to wash the ceiling and the baseboard to remove any paste residue. Do not leave any overlap on the seams since vinyl will not adhere to itself. \*Seams should be vertical, have a tight fit, and be free from air and paste bubbles. Seams should not be located closer than 6” to corners.
8. After installation, the walls and wallcovering should be monitored for potential moisture or vapor infiltration or accumulation. Any such infiltration/accumulation after installation must be promptly eliminated in order to reduce the risk of mold/mildew growth.



