



INSTALLATION INSTRUCTIONS FOR PRIME DIGITAL SUBSTRATE

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

IMPORTANT: *The Print Provider shall provide a complete copy of PRIME current Hanging Instructions to the installer or general contractor pertaining to the installation of the wallcoverings.*

1. ALL INSTALLATIONS MUST CONFORM TO MANUFACTURERS CURRENT INSTALLATION INSTRUCTIONS AND PRODUCT TECHNICAL INFORMATION IN ORDER FOR MANUFACTURER'S WARRANTY PROTECTIONS TO APPLY. If the wallcovering 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 wallcovering 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 the print provider should be contacted **IMMEDIATELY**. PRIME WALLCOVERING WILL NOT BE LIABLE FOR CHARGES OVER THREE PANELS OF MATERIAL. PRIME Wallcovering will replace defective wallcovering in accordance with the terms of its Limited and Exclusive Warranty. If there are any questions on the following instructions, contact Prime Wallcovering Customer Support site. **WWW.PRIMEWALLS.COM.**

SURFACE PREPARATION

- A. 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.
- B. 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.
- C. Proper surface preparation is key to getting great results. To prepare the surface properly, we recommend that you prime all surfaces with **ZINSSER PRIMER, to provide maximum adhesion strength and performance.**
- D. 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.
- E. Do not install wallcoverings 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 wallcoverings 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 wallcoverings. Pay particular attention to run over edges so they are sure to be pasted. Book material for ten minutes. Use of a paste machine is not recommended.

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 wallcoverings pattern for comparison.
- B. Check all roll tickets to determine if more than one run number (lot number) of the same pattern color is to be hung.
- C. 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.
- D. 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 wallcoverings. 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 wallcoverings. Allow to "relax" for ten minutes (booking). This will allow the adhesive to penetrate the wallcoverings 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 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 wallcoverings brush or a plastic scraper to smooth the wallcovering onto the wall.
6. Do not rub. Do not allow vinyl adhesive to dry on surface as it may leave a white residue. Beaded products have deep crevasses, which can trap dried paste. Wash off excess paste from face of wallcoverings 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 wallcoverings. **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").** If paste does get on the vinyl, clean it off immediately with clean warm water and blot dry with clean lint less towel. 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 three panels are smoothed to wall surface and excess paste removed, examine the installed panels for color uniformity, print uniformity, or print defects. Any objectionable variations in color match, pattern match, etc...should be immediately communicated to the print provider for inspection before proceeding further with installation.
9. After installation, the walls and wallcoverings 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.

Limited and Exclusive Warranty

Prime Wallcovering warrants that for a period of five years from the sale of its wallcovering products ("Products") that the Products shall be free of manufacturing defects, and that Products shall not separate from their backings, and/or exhibit stains caused by bleeding of impurities. Products should not support the growth of mildew when Products are properly installed on a sound wall following the recommended preparation and hanging procedures outlined in the installation instructions, and are adequately maintained and used under normal conditions.

Prime Wallcovering Limited and Exclusive Warranty is not assignable or transferable and extends only to purchasers who are the owners of products at the time of installation.

This warranty does not cover and expressly excludes any damage, loss, cost, defect or deficiency arising out of or relating to: (a) accident, abuse, misuse or vandalism; (b) mold or mildew; (c) use of incompatible materials, accessories or supplies; (d) abnormal conditions of use, including use on walls subject to moisture infiltration or accumulation; (e) improper storage, handling, installation, or maintenance; (f) design, installation or construction defects and/or deficiencies of any kind or nature; (g) fire, flood or other acts, omissions, causes or events beyond Prime Wallcovering control; (h) wallcovering that has been altered by anyone other than Prime Wallcoverings or (i) any other loss, cost, damage, defect or deficiency not within the scope of this limited and exclusive warranty.

THIS WARRANTY IS THE SOLE AND EXCLUSIVE WARRANTY GIVEN BY DREAMSCAPE WITH RESPECT TO THESE PRODUCTS. ALL OTHER REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, ARE EXPRESSLY DISCLAIMED, INCLUDING ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR ANY IMPLIED WARRANTIES CLAIMED TO ARISE FROM TRADE USAGE, CUSTOM OR COURSE OF DEALING. Prime Wallcovering shall supply replacement products free of charge if Prime Wallcovering determines upon inspection that any Products fail to conform to this warranty. The foregoing constitutes the **SOLE AND EXCLUSIVE REMEDY** for breach of this warranty.

IN NO EVENT WILL PRIME Wallcovering BE LIABLE FOR INDIRECT, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES, WHETHER BASED IN CONTRACT, TORT, WARRANTY, STRICT LIABILITY OR OTHERWISE. THIS LIMITED AND EXCLUSIVE WARRANTY SHALL SUPERSEDE AND CONTROL ANY OTHER REPRESENTATIONS AND/OR WARRANTIES WITH RESPECT TO THIS PRODUCT. IN NO EVENT SHALL DREAMSCAPE'S LIABILITY EXCEED THE PURCHASE PRICE AND/OR INVOICED VALUE OF THE GOODS.

All claims under Prime Wallcovering Limited and Exclusive Warranty must be submitted, in writing, to: Prime Wallcovering, 40 Vanderhoof Avenue, Rockaway, New Jersey 07866, Attention: Director of Wallcovering, within thirty (30) days after Buyer discovers and/or should have discovered the alleged defects. Prime Wallcovering shall then be provided a reasonable opportunity to examine the allegedly nonconforming Products and verify any such defect before its use or further processing. **FAILURE OF BUYER TO COMPLY WITH THESE NOTICE PROVISIONS SHALL CONSTITUTE A WAIVER BY BUYER OF ALL CLAIMS IN RESPECT THERETO.**

CARE AND MAINTENANCE OF WALLCOVERING

I. General Conditions Day -to- Day Soil

Ordinary dirt and smudges can be removed with a mild soap and warm water. Clean from bottom of wall upward. Rinse thoroughly with clean water from the top down using a sponge. Deeply embossed wallcoverings need extra attention in case suds or loosened dirt lodge in depressed surfaces. Dry wallcovering with a soft lint free cloth or towel. For more difficult stains that are only surface deep, the use of a stronger detergent is recommended: however, the manufacturer's instructions should be followed carefully.

Not recommended for cleaning are steel wool or powdered abrasive because they mark the surface leaving an unsightly appearance. DO NOT use active solvent type cleaning preparations, such as nail polish remover, etc...because they remove print, and/or finish from the wallcoverings.

Care should be taken that water dripping down the wall does not run behind the floor molding. The molding can be discolored and/or permanently damaged. All stains should be attempted to be removed with soap and water first. Isopropyl alcohol may set some stains that soap and water may remove.

II. Special Conditions

- A. **Lacquer, Shellac**- Remove IMMEDIATELY with dry cloth, taking care not to spread stain. Clean quickly with rubbing alcohol or p e r chlorethylene (Technical Grade). Rinse with clear water.
 - B. **Ballpoint Ink**- Remove IMMEDIATELY using a cloth dampened in rubbing alcohol.
 - C. **Tar or Asphalt** remove IMMEDIATELY using a cloth dampened with kerosene or cleaning naphtha. Rub gently from outside edge of stain to center to prevent stain from spreading. Rinse with clear water.
 - D. **Chewing Gum, Grease**- Scrape off as much as possible and go over lightly with cleaning naphtha to remove remainder. (Chewing gum will come off more easily if rubbed with an ice cube.) No time should be lost in removing shoe polish because it contains dye, which can cause permanent staining. Rinse with clear water.
 - E. **Feces, Blood, Urine** remove quickly using a strong soap solution.
 - F. **Pencil, Crayon**- Scrape off excess crayon and erase pencil marks. Clean remaining stains with rubbing alcohol.
- NOTE:** When using rubbing alcohol, hydrogen peroxide, turpentine, household bleach, or kerosene, first test the solution on some inconspicuous portion of the vinyl to be sure that there will not be any adverse effect on print, color or gloss. When drying always use a blotting action rather than a rubbing motion.
NEVER MIX CLEANING AGENTS TOGETHER VIOLENT REACTIONS MAY OCCUR.

III. Patching and Repairing Vinyl Wallcoverings:

Since vinyl wallcoverings can readily be peeled off properly prepared walls, patching can be handled in two ways.

1. **Removal of entire strip:** The full-length strip normally can be peeled off the wall by starting at the top of the wall and pulling directly down the wall – not away from the wall. If the strip is removed in 1-foot sections using the same technique then the damage is minimized to the wallboard surface. Once removed, it can be replaced with a new strip.
2. **Removal of a small section (Inlay Method):** Cut around the damaged section of the vinyl over the cutout area so the wallcoverings and remove it. A larger patch is then cut from the new material and pasted pattern matches. The overlap is cut with a new single edged razor blade through the wall, the excess material is then removed and the edges of the patch pressed into place. Care should be taken not to score the base wall surface when applied to drywall construction.