



## SELF-ADHESIVE WALLCOVERING PREP, INSTALL AND CARE INSTRUCTIONS

### READ BEFORE INSTALLATION

If at any time during the installation, a product quality or installation issue should be discovered, STOP! Contact Takeform before proceeding.

### Tool Recommendations:

- Felt Tipped Squeegee
- Lint Free Cloth
- Tape Measure
- Razor Knife
- Level or Laser Level (recommended for graphics with text, horizontal or vertical lines that require leveling)
- Cleaning solution containing 70% isopropyl alcohol and 30% water mixture in a spray bottle.

### Before Installation:

- Inspect packaging upon receipt for damage. Immediately file a claim with the carrier if damage is found. Also, contact Takeform regarding the issue.
- After opening, check to assure that all product has been received.
- Allow the product to acclimate to room conditions for 48 hours prior to installation.
- Perform adhesion test using 3M™ Adhesion Test Kit to verify the wallcovering films' ability to adhere to the existing wall surface. This is a necessary step towards a successful installation.
  - If you do not own one of these test kits please purchase one (example supplier: Fellers.com, item # 3Madhesiontestkit) or contact your Takeform installation coordinator to borrow one.

### Surface Preparation:

- Refer to *Installation on painted walls* (pages 4 and 5) for wall preparation and painting requirements when installing on painted walls.
- Wall surface must be flat, smooth, clean and dry.
  - Applicable surfaces are painted and primed drywall, painted doors, window/glass not exposed to direct sunlight, metal and painted metal.
  - Wall surface imperfections, such as holes, raised texture or uneven areas along surface, must be repaired and smoothed.
  - For textured walls, applicable on concrete or brick for example, Traffic is required.
- Wipe down wall to clean it using a moderate amount of cleaning solution applied to clean lint free cloth.
- Drywall finish should be at level 4 or 5 per ASTM C840 Drywall Finish Standards.
- Do not apply wallcovering to unsealed drywall.
- Walls must be primed and painted to seal porous drywall.
- Wall must be allowed to dry for 30 days prior to installation to avoid outgassing of paint and bubbling of wallcovering.
- Obstructions (i.e., electrical cover plates, switch cover plates, existing wallcovering) must be removed prior to installation.

- Do not install on cold or damp surfaces.
- Install temperature must be 50°F to 100°F.
- Do not install directly above or next to heating sources (i.e., heater or radiator).
- Do not install on walls with oil-based paint.
- Do not install on walls that have an anti-graffiti coating.

#### Installation:

- Measure the height of the installation area.
- Check to ensure that each strip of wallcovering is of sufficient length to cover the installation area. In general, the below guidelines are included for each strip. Any installation requirements specified along edge of strip or on a sticker attached to liner on back supersedes this.
  - When wallcovering butts to edge of ceiling, 3" bleed included for positioning and cutting to size.
  - When wallcovering butts to base molding, 3" bleed included for positioning and cutting to size.
  - When wallcovering butts to left or right edge of wall, a maximum of 6" bleed included on leftmost and/or rightmost strip for positioning and cutting to size.
- Organize strips in the sequence in which they will be applied.
- Lay strip of wallcovering flat, graphic side down, on a clean table or surface.
- Starting at the top, carefully peel back 4 to 6 inches of liner from the backside and crease it towards the bottom of the graphic. Without stretching the material, position the exposed adhesive area to the wall, using a level to ensure square. Once positioned, smooth out with a squeegee, starting at the top and working from center outward as you work your way down.
  - For textured walls, a heat gun may be required to conform Traffic wallcovering to surface.
- Continue process of peeling back liner in 4 to 6 inch increments, smoothing against the wall from center outward and checking to ensure proper alignment. Repeat this process all the way down.
- If any bubbles are left during the application process, the graphic can be gently peeled away from the wall to release the bubbles and reapplied. Alternatively, if small bubbles remain, remove by carefully poking a pin hole into the bubble with the tip of a razor knife and smooth out using a squeegee.
- If applying multiple wallcovering strips adjacent to each other, 1/2" overlap at seams.
- Trim around any obstructions, such as light switches, baseboard, and outlets with a razor knife with new blade.
- Trim excess material along edges that terminate at the ceiling, base molding or edge of wall with a razor knife with new blade.

#### Care and Maintenance:

- Recommended cleaners: Mild soap (i.e., Dawn® or Joy®) and water solution, Fantastik® Heavy Duty All Purpose Cleaner, Windex®, Simple Green® and Virex Tb®.
- Other than soap and water solution, do not spray cleaners directly onto the graphic as any residue left for more than 1 minute may cause damage.
- When cleaning, spray into a dry, clean, lint free cloth and wipe clean. Do not scrub. Rinse with fresh water to remove any residue, then wipe dry.
- Ordinary dirt smudges and most grime can be removed with a mild soap and water solution.
- For stains that require more than soap and water, use one of the recommended cleaners.
- Remove stains promptly to prevent any reaction between the stain and the graphic that could cause discoloration.
- Do not use steel wool, powdered abrasives, or abrasive sponges.
- Do not use any cleaners containing alcohol or bleach.

#### Removal Instructions:

- Starting in a corner, carefully lift the wallcovering strip from the wall.
- Slowly pull back at a 90° angle to create the least amount of stress on the painted surface.

- Continue peeling slowly, keeping the angle 90° and diagonal to the wallcovering strip.
- If reapplying the graphic, do not wrinkle the material or allow the adhesive side to touch.
- Once the wallcovering is installed, Takeform cannot be held responsible for any damage to wall surface that may occur during removal due to adhesive curing, paint characteristics and environmental conditions.

#### Traffic (SA-105) Specifications:

- For Smooth or Textured Walls
  - Material: 4 mil cast vinyl (protective overlam included) with adhesive backing
  - Application: wallcovering, graphics, custom prints and murals on flat, smooth or textured (ex: concrete, brick), primed and painted surfaces.
  - Use: Indoor and outdoor
    - Recommended for high traffic areas as printed graphic includes protective coating that is moisture resistant.
  - Seam type: 1/2" overlap
  - Install method: self-adhesive
  - Install temperature: 50°F to 105°F
  - Adhesive: pressure sensitive
  - Technical Specifications:
    - ASTM E84 Class A fire rating

#### Structure (SA-301) Specifications:

- Material: 13 mil canvas-like textured vinyl with adhesive backing
- Application: wallcovering, graphics, custom prints and murals on flat, smooth, primed and painted drywall, painted doors, window/glass not exposed to direct sunlight, metal and painted metal.
- Use: Indoor only
- Seam type: 1/2" overlap
- Install method: self-adhesive
- Install temperature: 50°F to 100°F
- Adhesive: pressure sensitive
- Technical Specifications:
  - ASTM E84 Class A fire rating

## Installation on painted walls

### I Wall preparation and painting

#### A | Wall must be smooth, clean and completely dry before painting.

1. Painting over wet or damp drywall compound will retard paint drying and cause inconsistent graphic adhesion.
2. Painting over dusty drywall will impair primer bond to wall surface.
3. Minimum drying time of drywall compound must be 24 hours. If several passes of drywall compound have been applied, the drying time may be extended.

#### B | Paint

Not all latex paints will be compatible with pressure sensitive adhesive (especially Zero/Low VOC paints) and vinyl film should be tested in an inconspicuous area to assure that an adequate bond develops over 24 hours. No installation should take place until media and paint are deemed compatible. Freshly painted walls must dry for the time specified by each paint manufacturer and/or for a minimum of 1 week. Primer should be allowed to dry for a minimum of 3 days.

For interior applications, the following primers and paints commonly available are recommended for Takeform's Structure and Traffic self-adhesive wallcoverings.

### Interior paint recommendations

#### Recommended

##### Primer

- KILZ® Original
- KILZ® Premium
- ZINSSER® Bulls Eye 1-2-3® Water-Base Primer
- Glidden Professional GRIPPER® Interior/Exterior Primer Sealer
- Ronan Prime-All
- BEHR PREMIUM PLUS® Interior/Exterior Multi-Surface Primer & Sealer

##### Paint

- BEHR PRO™ e600 Exterior Satin White
- BEHR PREMIUM PLUS® Interior Paint and Primer in One; Zero VOC
- Sherwin Williams ProMar® 200 (B20 W 1251) Interior; Zero VOC
- Taubman Easy Coat; Low Sheen, Very Low VOC
- British Paints Clean & Protect; Low Sheen; Low VOC
- Dulux Trade Diamond Matt; 7 g/l VOC; Low VOC
- Crown Trade Clean Extreme; 30 g/l; VOC MAX

#### A note about paint

There is significant negative impact on compatibility when color matching is done to white base paint. In some cases, one can expect to lose more than 50% of the original bond. Paints which fall into the low bond designation may easily lift away or have significant edge release from the painted wall if the graphic is over 20 square feet (1.9 m²).

#### Not Recommended

##### Primer

- KILZ COMPLETE®
- ZINSSER® Cover-Stain® Oil-Base Primer

##### Paint

- Benjamin Moore Regal® Premium Interior 100% Acrylic Eggshell Finish
- Sherwin Williams ProMar® 200 Latex Semi-Gloss B31-2600 Series; Zero VOC
- Sherwin Williams A-100® Exterior Latex Flat A6-100 Series
- BEHR PREMIUM PLUS® Exterior Flat No. 4050
- Sherwin Williams A-100® Exterior Acrylic Latex Satin A82-100 Series

For exterior applications, the following primers and paints commonly available are recommended for Takeform's Structure and Traffic self-adhesive wallcoverings.

## Exterior paint recommendations

### Recommended

#### Primer

- KILZ® Premium
- ZINSSER® Bulls Eye 1-2-3® Water-Base Primer
- Glidden Professional GRIPPER® Interior/Exterior Primer Sealer
- Ronan Prime-All
- BEHR PREMIUM PLUS® Interior/Exterior Multi-Surface Primer & Sealer

#### Paint

- BEHR PRO™ e600 Exterior Satin White

### Not Recommended

#### Primer

- KILZ COMPLETE®
- ZINSSER® Cover-Stain® Oil-Base Primer

#### Paint

- Sherwin Williams A-100® Exterior Latex Flat A6-100 Series
- BEHR PREMIUM PLUS® Exterior Flat No. 4050
- Sherwin Williams A-100® Exterior Acrylic Latex Satin A82-100 Series

## II Installation

**A | A final cleaning pass prior to painting with a 50% mix of water and IPA will insure that the paint is dust free and ready for graphic installation. Once the cleaning mix has dried (for about 20 minutes) the application may commence.**

**B | Graphics are to be applied with plastic squeegee or soft rubber roller, being careful to minimize stretch while maximizing pressure.**

1. Use overlapping squeegee strokes beginning at the center of the sheet and extending completely over the edge to ensure the margins are well attached.
2. Margins are frequent sites of failure due to poor initial attachment.
3. For paneled graphics, an overlap of at least 1/4 inch is recommended to accommodate for any shrinkage that may occur. Butt seaming paneled graphics is not recommended.

## III Application tape removal

**A | Where application paper is used, wait as long as practical to remove application paper as it will give the adhesion bond of the graphic time to build to a sufficient level to remain tightly affixed to the primer while the application tape is being tugged away.**

**B | Beginning at one vertical edge, remove as much of the tape as will come away easily.**

1. If application tape is very tightly bonded to the graphic, a light spray with tap water will significantly reduce the bond and allow the application tape to come away easily.
2. If a spray bottle isn't handy, a water-saturated rag will accomplish the same effect.
3. After spraying or wiping the application tape with water, remove it within 2 minutes.

For more information, please see our [Installation Guides and Care Instructions](#).