

DIGITALLY PRINTED WALLCOVERING APPLICATION INSTRUCTIONS

STOP AND READ BEFORE INSTALLATION

IMPORTANT: If at any time before or during installation you do not understand these Application Instructions, or if a discrepancy is discovered in pattern, color, print run, or quality, **STOP**. Contact your distributor before proceeding. Before cutting, carefully examine goods to make certain pattern, color, and orientation are satisfactory and as ordered. Any deviation from these Application Instructions will void the manufacturer's warranty.

Digitally printed wallcovering is produced to order in a single print run for your project. Cut panels and headers in roll number sequence, making sure that run numbers and sequence are broken at **INSIDE** corners only. Begin hanging the **LOWEST** numbered roll and work up in sequence, using rolls from the same print run/lot together whenever possible, as slight color variation can occur between separate runs.

⚠ CRITICAL: ROLLS SHIP WITH THE DESIGN UPSIDE DOWN

Unlike standard stock wallcovering, digitally printed wallcovering is manufactured and shipped rolled with the printed design upside down.

Before cutting any strip, fully unroll a section and visually confirm which end of the roll is the **TOP** of the design. Do not assume the leading edge on the roll is the top of the pattern.

Once you have confirmed orientation, mark "TOP" in pencil on the back (unprinted) side of each cut strip before setting it aside. This single step prevents strips from being cut, booked, or hung upside down.

If a strip is hung upside down, it cannot be reused — treat any upside-down strip as scrap and cut a replacement. Confirm orientation again any time you resume work after a break or switch to a new roll.

SURFACE PREPARATION

Remove old wallcovering completely, then remove any remaining adhesive with a good quality adhesive remover. Rinse the wall and allow it to dry. All surfaces must be smooth, clean, dry, and structurally sound. Newly plastered walls must not have excessive quantities of lime or alkali. Prime the wall with a heavy-duty acrylic/latex wallcovering primer recommended for use under digitally printed material.

Plaster and masonry wall surfaces should not exceed 5.5% moisture as measured by a moisture meter. Do not install wallcovering unless a temperature above 55 degrees is maintained in both the installation and storage areas for three (3) days before and after installation. Because digital print media can be more sensitive to substrate irregularities than stock goods, a test installation of at least three (3) strips applied three (3) days in advance of the main installation is strongly recommended.

Store rolls flat or upright in a climate-controlled space, away from direct sunlight, until installation. Prolonged UV exposure can fade or shift the color of digital inks even before the material is hung.

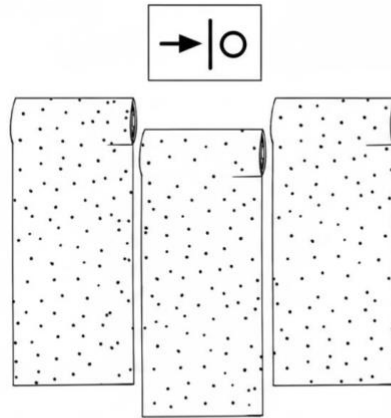
APPLICATION

1. Confirm with your distributor whether this material is designed for a butt seam or an overlap/double-cut seam — digitally printed goods are produced on a variety of substrates (non-woven, vinyl, textile-backed) and the correct seam method depends on the specific substrate. Do not assume; using the wrong seam method is a common cause of visible seams and voided warranty claims.
2. Use a clear, strippable, non-staining adhesive labeled as suitable for digitally printed wallcovering. Many digital inks are sensitive to adhesive chemistry, so avoid substituting a generic heavy-duty vinyl adhesive unless the manufacturer confirms compatibility. Dilution of adhesive is not recommended.
3. Before cutting each strip, re-confirm the design orientation as described above, and mark the top edge in pencil on the back of the material. Cut panels and headers in sequence, keeping the marked top consistent for every strip.
4. For patterns with a definite design (such as a floral, geometric, or scenic mural panel), do not reverse the strips unless the pattern is specifically designed as a reverse/alternate hang. Position each strip to maintain the match of the pattern. If an overlap/double-cut seam is specified, overlap approximately 1/2" and cut through both layers with a sharp blade, then remove the excess and smooth the seam flat. If a butt seam is specified, align the edges precisely without overlap and avoid stretching the material, which can create gaps as it dries.
5. Apply adhesive evenly to the back (or to the wall, for paste-the-wall non-woven substrates), working it in fully near the edges without oversaturating the material. Excess moisture or adhesive squeeze-out at the seams can cause staining or lifting of digital inks, so wipe away any squeeze-out immediately with a clean, dry, lint-free cloth — do not scrub.
6. Many digitally printed non-woven substrates do not require booking. If the manufacturer's specification calls for booking, fold each end toward the middle, pasted sides together, and allow it to relax for the recommended time. Do not crease the material.
7. Hang the first strip parallel to a plumb line, with the confirmed top edge oriented upward.
8. After three (3) strips are installed, stop and inspect the wallcovering for orientation, pattern match, and color consistency. If the pattern effect is not acceptable, if there is variation in color between rolls, or if a strip was hung upside down, discontinue hanging and contact the dealer or distributor immediately. The manufacturer will not be responsible for labor beyond three strips. Defective material will be replaced, subject to available inventory from the original print run.

MATCHING / HANGING

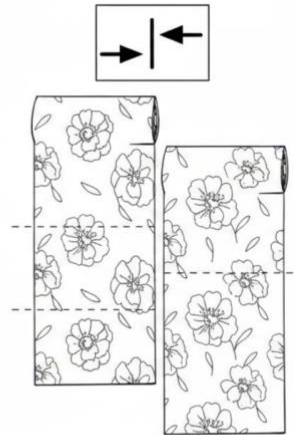
Digitally printed wallcovering can be produced in any of the standard match types below, and — because the artwork is custom to the project — it is especially important to confirm both the match type and the top-of-design orientation with your distributor before cutting.

FREE MATCH / RANDOM HANG



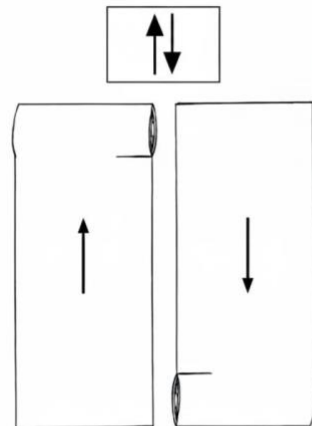
There is no point in which the pattern matches across rolls. Often used with vertical stripe or heavy textured designs.

HALF DROP / OFFSET MATCH



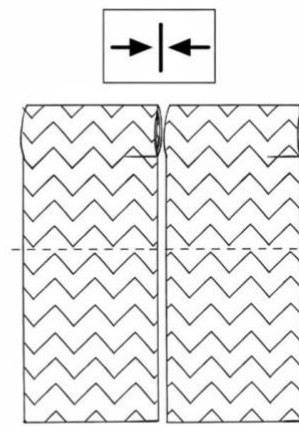
The match falls somewhere between the pattern 'repeat' on the opposite side of the wallpaper.

REVERSE HANG ALTERNATE LENGTHS



Hangs every second (alternate) length upside down.

STRAIGHT MATCH / HORIZONTAL MATCH



The matching half of the design is on the same horizontal line as the next hang length.

Note: "Reverse Hang Alternate Lengths" reverses every other strip end-for-end as part of the normal match — this is different from a strip being hung upside down by mistake. Confirm with your distributor whether your specific design uses a reverse-hang match before assuming any reversed strip is an error.

Laying two strips together on the table, in the confirmed top-up orientation, before pasting is the best way to verify both the match and the orientation at the same time.

WARRANTY

This Wallcovering is covered by the manufacturer's limited warranty. We cannot accept responsibility for claims if the above instructions are not followed — including installation of a strip upside down or use of an incorrect seam method — nor are we liable for labor and associated cost beyond three strips, over and above the cost of replacement material. Because digitally printed goods are produced to order, replacement material is subject to the availability of the original print run and may require a reprint lead time.

CLEANING OF WALLCOVERING

Stains and paste on the surface should be removed as quickly as possible. Ordinary dirt and smudges can be removed with a mild soap and lukewarm water only. Clean from the bottom of the wall upward to protect the baseboard and prevent streaking, then rinse from the top down using a barely damp sponge and blot dry with a soft, lint-free towel.

Do not use steel wool, powdered abrasive cleaners, or any solvent-type cleaning preparation (including nail polish remover, tar and bug removers, or alcohol-based cleaners) on digitally printed wallcovering — these can dissolve or smear digital inks, even at concentrations that would be safe on conventional printed goods. Always test any cleaning product on an inconspicuous spot first.

PROFESSIONAL TIP

Mark the top of each strip before you cut it — not after. A quick pencil arrow on the back of the material takes seconds and is the single most effective way to prevent an upside-down installation. Keep a straightedge and pencil in your kit for this step and make it part of your cutting routine, the same way you would mark plumb lines.

PRODUCT USE ADVISORY

This product is intended for use in buildings designed and maintained to avoid moisture accumulation on or within walls, particularly in warm, humid climates. Vinyl and non-woven digitally printed wallcoverings should not be installed on walls that contain excessive moisture or are subject to moisture infiltration. If mold or mildew is present, or if walls show moisture damage or excess moisture content, do not proceed with installation. Use a primer and adhesive with a mildew inhibitor and the highest possible permeability rating suitable for use behind digitally printed material.

After installation, monitor the walls and wallcovering for potential moisture or water vapor infiltration and accumulation. Any such infiltration must be promptly eliminated to protect both the substrate and the printed surface.