



DécorMark Application Guide

Self-adhesive wall coverings

DécorMark WallPapers allow bespoke printable wall decor applied using a clean and dry process.

DécorMark Self Adhesive Wall Coverings

DécorMark pressure sensitive adhesive products are manufactured to high tolerances. In comparison, walls typically have highly variable surfaces, and can offer a low bond strength. Due to this variability in the wall it is vital to carefully assess the wall, with a site visit prior to planning the installation, priming the wall if necessary.

1. Assessing the walls

- Walls must not have moisture present.
- Texture will reduce bond strength.
- Most emulsion painted interior walls with smooth sealed non-porous finish allow successful application, however additives in the paint; paints with low latex and low VOC, all may drastically reduce the tack levels that can be achieved. Do not apply to 'easy clean' paints.
- Unless applying to a known, and tried and tested paint, it may not be possible to ensure successful application. For this reason, priming the wall is recommended.
- If there is any doubt, affix a trial sample to the wall for 24 hours to check adhesion.
- Freshly painted walls can emit moisture for up to 5 days, and new plaster for up to 4 weeks.

2. Wall Preparation

- Remove imperfections and blemishes from the paint finish before applying the primer.
- Clean the surface with a sponge and warm water and then allow to completely dry.

3. Priming the Wall

- While DécorMark products will apply to emulsion painted walls, priming the wall offers a number of benefits and is therefore a recommended practice.
- It removes uncertainty of the type of paint or finish.
- It allows repositioning, preventing contamination of the adhesive when lifting.
- It can control the moisture, and also cover up imperfections that could show through.
- It provides a higher bond strength overcoming the variability and texture of the wall.
- When priming, use waterbased eggshell or a proprietary wall primer. This offers a sealed surface without the dry time and odour issues associated with oil based paints.
- Allow 48 hours for the primer to dry before fitting.

4. Material Handling

- Ensure that the material has reached room temperature and a relative humidity of 50% before printing. Do not handle the face film directly before printing and ensure it is free from dust and static.

5. Printing Guidelines

- Ensure that the correct profiles and heater settings are used. Perform a test print first.
- When printing each panel, alternate the orientation of each print so as to reduce the variance in colour across the printer width.
- Allow 24 hours after printing for outgassing, before overlaminating or application. Retained solvents reduce abrasion resistance of the ink and weaken adhesive strength, important on overlaps. Take care with use of take up roller or stacking prints until fully cured.

6. Preparing the prints

- All PVC and Polyester products will exhibit nominal shrinkage, so allow for an overlap of 10mm in the print.
- Pre-cut the graphic before fitting to give a finished graphic size including the overlap repetition.

7. Applying the prints

- Application is recommended between 10°C and 25°C.
- The surface must be clean, dry and free from condensation.
- Use a plumb line to mark the vertical drop.
- Align the graphic, using tape to fix in the final position.
- Start by fixing the top of the graphic and work down the wall. Use the hinge method to fit the graphic panel right first time.
- Repositionable products may be lifted and re applied only on sound sealed surfaces. Do not lift and reapply on surfaces with pigment powder residue on the surface where the adhesive will become easily contaminated.
- Use a felt squeegee so as not to mark the print.
- Ensure careful registration by not stretching the film.

8. Overlaps and splicing

- Apply with a 10mm overlap.
- Trim the top, bottom and edges with a knife while using a squeegee as a guide or rule to track the wall.
- When a spliced finish is preferred on WallTex, splice the graphic by running a blade through the two layers of overlap, before removing the excess. Nominal shrinkage of the media over time will create a gap so overlapping is a better method.

9. Maintenance and Removal

- The graphic may be cleaned lightly with a damp non-abrasive soft sponge.
- No liability is given for damage to painted surfaces even with removable adhesives as the bond between the paint and the wall is out of our control. The keying of the paint to the plaster can vary across the entire wall. No guarantee can be offered against adhesive residue.



The DécorMark range of wallcoverings is covered by our MetaSure warranty programme.



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