

BEYOND THE SURFACE™

CUSTOM-DESIGNED WALLCOVERINGS



MEDIA AND INSTALLATION GUIDE

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MEDIA GUIDE

Substrates*	DREAMSCAPE	NEENAH	DRYTAC
Substrate Options	- Suede	Enviroscape: - Mural Smooth - Mural Textured	ReTac: - Smooth - Canvas
Commercial & Residential Application	•	•	•
Paste Required	•		
Prepasted		•	
Self-Stick, Removeable			•
Vinyl	•		•
Paper		•	
Permanent	•	•	
Matte or Gloss Finish	•	•	•
Type II Flame-Retardant	•		
Tear-Retardant	•	•	•
Stain-Resistant	•		•
Graffiti-Resistant			•
UL GREENGUARD Gold Certified	•	•	•
Made in the USA	•	•	•

*Additional wallcovering substrate options are available upon request.

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STREET LEVEL STUDIO

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8 EASY STEPS 1 UNIQUE WALL

Wall preparation is a vital part to the installation process.
Without proper wall preparation, the wallcovering could fail.
Variation from these instructions may cause additional expense.

- 1 PREP THE ENTIRE APPLICATION AREA** to be painted with a level 5 finish.* Graphics will not adhere to unfinished drywall, drywall mud, or primer only.
- 2 REMOVE ALL DEBRIS**, like drywall dust and excess mud, before painting the wall. Light sanding may be necessary.
- 3 SELECT PAINT** with a latex base and a semi-gloss or gloss finish.
- 4 PRIME THE WALL** to the perimeter edges. Improper priming may cause graphics to peel.
- 5 ADDRESS ANY WALL IMPERFECTIONS** (paint drips, grooves, bumps, etc.), as these may show through the graphic and could be magnified in some lighting situations.
- 6 PAINT THE WALLS** and let it dry and outgas for 7–15 days before applying the wallcovering. This ensures an even application and allows for easier repositioning or removal.
- 7 USE A SOLUTION** of 70% non-denatured rubbing alcohol and 30% distilled water, spray on the wall one to two times, and wipe the remainder over the surface until dry.
- 8 APPLY THE WALLCOVERING** but do not cut for a minimum of 24 hours. Prematurely trimming the graphic within the 24-hour wait period may result in curled edges.

** Level 5 refers to the premium level of smooth wall finish with the above steps.
It will be necessary to apply a skim coat of mud before priming.*