

NEWWALL

BENEATH THE SURFACE | BLOOM

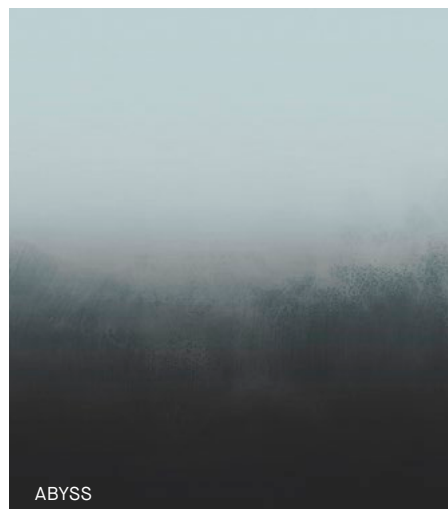
Light Shadow

COMMERCIAL TEAR SHEET



Beneath the Surface

Light melts into depth in a quiet gradient, echoing the stillness of sea meeting sky. *Beneath the Surface* invites a sense of calm immersion—where sky, sea, and atmosphere quietly converge.

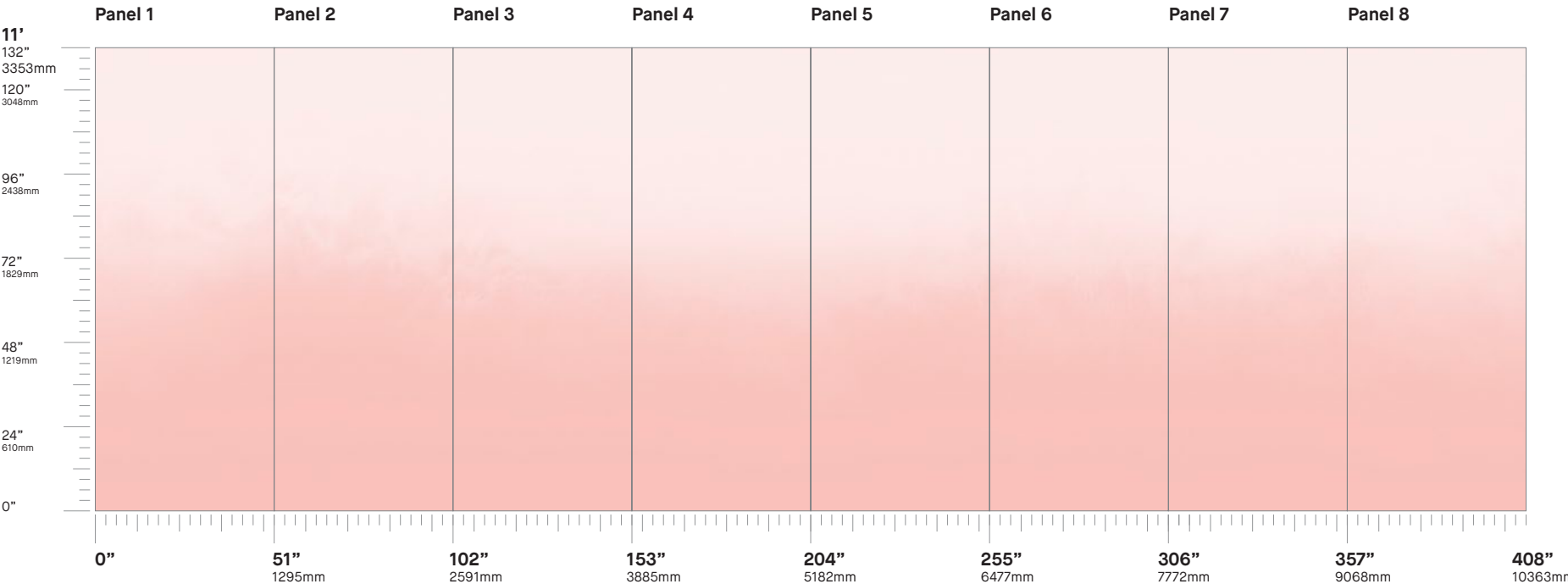


COMMERCIAL

Beneath the Surface

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DESIGN NAME	DIMENSIONS	LEAD-TIME	TESTING	SUSTAINABILITY
Beneath the Surface	50"x 132" including a 1" overlap for double-cut installation.	4 Weeks	ASTME-84 CAN/ULC-S102	Printed to order to reduce waste
COLOR		ORIGIN	Passed all requirements	FSC® Certified
Bloom		Made in Europe		
GRADE	SUBSTRATE	WEIGHT	WASHABLE	UL ECOLOGO Certified for reduced environmental impact
Commercial	Type II PVC-Free	14oz/lineal yard	Yes	
FORMAT	FINISH	THICKNESS	INSTALLATION TYPE	UL GREENGUARD Gold Certified
Panel	Textured	315.3g/m2	Overlap and Double Cut	Meets AgBB criteria for low VOC emissions



Installation Instructions

Light Shadow x NewWall Collection

PANEL SIZE

50" W x 132" H
(127 cm x 335 cm)

MATERIAL

Type II PVC-Free Textured

GRADE

Commercial

BEFORE YOU BEGIN

1. Use of a permeable mold inhibiting primer product and the use of a permeable 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 or strike off of the wallcovering pattern for comparison. If you have any reservations or questions regarding installation, please contact us, do not hang. No claim can be accepted for hanging incorrect wallcoverings that were evident at time of hanging or for consequential loss.
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 we should be contacted IMMEDIATELY.

SURFACE PREPARATION

1. 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.
2. 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. Manufacturer 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.
3. Proper surface preparation is key to getting great results. To prepare the surface properly, we recommend that you prime all surfaces with a permeable, mold inhibiting wallcovering primer.
4. 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.
5. Do not install wallcovering 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

Our Type II substrate is a highly permeable wallcovering and should be installed with a heavy duty adhesive and primer with mold and mildew inhibitors. Manufacturers such as Roman Decorating and Zinsser offer permeable adhesives and primers with advanced mold and mildew protection. Please check with these manufacturers for their latest products. Roman Eco brand primers and adhesives are recommended for compliance with NSF-342 sustainability.

We recommend Roman Pro-732 adhesive.

ADHESIVE APPLICATION

Do not dilute adhesive. Brush an even coat of paste over entire back of wallcovering. Gently double material together and "book" material for ten minutes. Do not fold or crease booked material.

SELECTING AND CUTTING WALLCOVERING

CAUTION: ALL CUTS ARE TO BE DONE WITH A SHARP, NEW BLADE EVERY TIME. A DULL BLADE WILL RESULT IN FRAYED EDGES AND POOR SEAMS.

1. Before cutting, examine goods to make certain pattern colour is satisfactory and as ordered. The installer should have a sample of wallcovering pattern for comparison. Please note a small colour variance between sample and production can be expected due to the inherent nature of the manufacturing process.
2. For installation of a custom design, please refer to the diagram supplied for panel installation.

Installation Instructions

Light Shadow x NewWall Collection

APPLYING WALLCOVERING TO WALL SURFACE

1. The wallpaper has been printed to include 1 inch pattern overlap for double cut pattern match on the wall.
2. Apply the recommended adhesive to the back using a paint roller. Work the adhesive in, to cover the back completely, especially near the edges. Mate each end toward the middle, pasted sides together, aligning the edges carefully so they do not dry out.
3. CAUTION: Do not crease wallcovering. Allow to “relax” for ten minutes (booking). This will allow the adhesive to penetrate the wallcovering fabric, which is important to a successful installation.
4. 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 pattern is lined up at the ceiling the pattern will begin misalignment sooner and the gap will be larger.

Also, most patterns will be viewed at eye level therefore it is that area that needs to look aligned. If there are any questions about pattern lineup, contact us. Be sure first drop of wallcovering is square on wall by plumbing the wall and using a level.

5. When installing, exact trimming and line up of the pattern is critical (See installation instructions specified to each design.)
6. Avoid burnishing the face of the material. Use a wallcovering brush or a plastic scraper to smooth the wallcovering onto the wall.

7. Do not rub. Do not allow vinyl adhesive to dry on surface as it may leave a white residue. Wash off excess paste from face of wallcovering 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.
8. Overlap the second strip over the edge of the first strip. Tape seams underneath with a low adhesion painter's tape before overlapping and double cutting to avoid getting adhesive on the wallcovering. If paste does get on the vinyl, clean it off immediately with clean warm water and blot dry with a 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.

9. After two panels are smoothed to wall surface and excess paste removed, examine the installed panels for color uniformity.

Any objectionable variations in colormatch, pattern match, etc ... should be immediately communicated to us for inspection before proceeding further with installation.

10. After installation, the walls and wallcovering 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.

CLEANING INSTRUCTIONS

General conditions, removing day to day soil.

Ordinary dirt and smudges can be removed with a mild soap and warm water solution. Clean from the bottom of the wall, moving upward. Gently rinse with clean water from the top down using a clean sponge. Dry wallcovering with a soft lint free cloth or towel. Always test soap and water mixture in an inconspicuous area of the wallcovering first to be sure the surface is not damaged.

DO NOT USE steel wool or powdered abrasive as they can damage the image and/or textured surface.

DO NOT USE solvents, alcohol, pine oil or cleaners that contain these kinds of products as they can damage the surface of the wallcovering.

When cleaning, always take measures to prevent water from dripping behind molding.

Never mix cleaning agents together, volatile reactions can occur.