

Digital Self-Adhesive Wall Film

→ CF17 3M™ Envision™ Wrap Film

Tools

- Squeegee, preferably felt instead of plastic so as not to damage the graphics
- Edge guide tool
- Trimming knife
- Pressure sensitive tape
- Paper towel (a lint free towel is best)

Wall graphics must be applied to a clean, smooth, dry and non-porous interior surface. Freshly applied paint should be allowed to cure for a minimum of three full weeks prior to wall graphic application.

Surface Preparation

Preparing the wall surface completely is the single most important step.

When preparing a wall for a graphic, it is important to understand that not all surfaces are suitable for vinyl film application. Wall graphics can only successfully be applied to surfaces that are clean, dry, smooth and non-porous. Any of the following conditions can cause poor adhesion or product failure.

- Highly textured paint
- Poor initial paint bond
- Poorly painted wall edges
- Patched areas that have not been primed
- Moisture behind the drywall, which can cause the drywall paper to release. Watch for walls that back up to cooling systems, water pipes, overhead windows and windows that have been boarded up. These areas are prone to condensation that may not be obvious at the time of installation.
- High humidity areas such as garages, entryways and bathrooms
- Dust, dirt or other contaminants on the wall
- Wallpaper or other wall covering that is not securely bonded to the wall
- Freshly painted walls that have not had ample time to cure. Wall graphics tend to bubble and release from the wall while paint is in the curing process.

Wall Film

Surface Preparation – If your wall is to be newly painted

The goal is to achieve a good bond between the substrate and the primer/paint. If substrate is MDF the surface should be primed with ML Campbell's Clawlock 275 VOC Primer/Undercoater or Clawlock II High Solids Catalyzed Primer, which is specifically designed for interior wood surfaces that are exposed to moisture, heat and household chemicals.

For wallboard, it is important to use a high quality, water-based wallcovering primer as manufactured by Roman's Decorating® or Zinsser®. Once the primer is dry, apply two coats of a high quality Satin or Semi-Gloss paint to ensure a cohesive bond between the paint and the Primer. For best results, avoid applying graphics to heavily tinted paints which have more than 1 oz of tint per gallon of paint. The surfactants and colorants that make up darker paint colors tend to need longer periods to leach or outgas.

Avoid matte finish latex paints and paints that use anti-graffiti agents. When applying the paint, use a 3/8 inch nap roller cover to reduce stippling.

Once the paint has had ample time to cure, it's important to clean the surface immediately before applying the film. Dust and other contaminants can collect quickly on the wall and prevent the film from adhering properly. Wipe down the wall with a dry tack cloth or a lint-free microfiber cloth to remove any dust, paying special attention to the wall's edges and corners.

Film Application

When installing your graphic, always use a dry application method.

- Lay the graphic, image-side down, on a flat surface.
- Pull back the liner about 3 inches. Sharply crease the liner while holding it away from the adhesive.
- Align the top edge of the graphic on the wall and use finger pressure to tack the exposed 3 inches in place.
- Using a squeegee, work from the center to the edge, then return to the center and work to the opposite edge, pushing the air out from behind the film.
- While pulling the release liner down in short sections use overlapping strokes while applying a small portion of the graphic at a time.

If your graphic is made up of more than one panel, avoid using horizontal seams when possible.

When the entire graphic has been applied to the wall, re-squeegee the edges of the graphic to ensure a good bond.

If the graphic will come into contact with regular cleanings, such as mopping, soil removal, etc., graphics should be sealed in those areas. This is especially important where the graphic is terminated at the floor. Use of a clear silicone sealant along the edges of the graphic is recommended.

Wall Film

Cleaning and Maintenance

In order to maintain your wall graphic's original appearance for the warranted durability, it is important to adhere to the following guidelines.

- When cleaning the graphic only use a mild soap and water solution. DO NOT use products that contain bleach or petroleum-based ingredients. If the graphic will need to be cleaned frequently, lamination is required to maintain print integrity.
- Graphics should be hand-cleaned only. Clean graphic beginning at the top and work down.
- Use lint-free cloth rags or sponges for cleaning. Do not use scrubbing pads or scouring sponges.
- To remove difficult items such as lipstick or crayon, choose a citrus-based cleaner to remove the stain, then immediately rinse with mild soap and water solution (not recommended for unlaminated graphics).
- If your wall graphic has seams be sure that you DO NOT wipe cleaning solution into the seam. This could cause the edges to lift and curl up from the wall.
- After cleaning graphic, use dry lint-free micro-fiber cloths for drying.

Inspect graphic regularly.

Need Help?

Call our hotline at 1.800.221.1540 and you will be connected to an expert.