

level

Installation Instructions: White ECO Wallcovering with a Pattern Design

Applicability

Use these instructions for the following wallcovering **only**, whether uncoated or coated with WallMax:
White ECO Wallcoverings (All Embosses) with a Pattern Design

Note to Installer Before You Begin

Follow all included installation instructions.

- Confirm that this is the correct product for this installation.
- Assess all walls for significant bowing or other uneven surfaces that may cause misalignment of panels.
- Inspect the product as you install each drop, looking for any apparent defects.

If no defect is evident before installation, the material should be inspected after three (3) panels are installed. Should you discover any problems at this time (or at any point during installation), STOP IMMEDIATELY and CONTACT LEVEL at (216) 432-1400 X.108. LEVEL WILL NOT BE RESPONSIBLE FOR CHARGES OVER THREE (3) PANELS OF MATERIAL.

Surface Preparation

Wall surfaces should be clean, smooth, and free from any marks, mildew, and imperfections. Any loose paint, existing wallcoverings, or other surface materials should be removed.

Any mold or mildew must be removed from the 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.

A wallcovering primer (Roman-PRO 977 Ultra Prime is recommended) is required and it is never recommended to apply wallcovering directly to paint. Gypsum board finish should comply with AWCI Specification, Level 4 or higher although a Level 5 finish is ideal.

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.

Do not install wallcovering unless a temperature between 70° F and 100° F, with a relative humidity level of 50% or less is maintained in both areas of installation and storage for at least 72 hours prior to, during, and after installation.

Make sure that all surfaces to receive wallcovering are protected from damage during installation.

Adhesive

Use a wallcovering adhesive that is strippable and cleans up with water before drying (Roman ECO-788 or PRO-774 clay strippable is recommended.) An adhesive that is mold and mildew resistant is recommended in areas that are susceptible to mold or mildew.

Warranty

Level Digital Wallcoverings warrants its finished product to be free of manufacturing defects for a period of 90 days from date that finished product is received by customer. Please inspect all goods immediately upon receipt.

Level Digital Wallcoverings is not responsible for labor charges, improper installation, installation of incorrect goods (those not approved or confirmed by the customer), removal of goods, or problems arising from defects in the construction, surface, or preparation of the wall.

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Installation

LAYOUT & ALIGNMENT

- The wallcovering is shipped with unprinted selvage around the edges to protect it during shipping.
- The printed area includes **1" of bleed on both sides** to facilitate pattern alignment. See *Trimming* below for more information.
- **Proper alignment of the pattern is critical** to a successful installation. Determine the best starting point for installation, and use a **laser level** to mark **plumb lines** on the wall for **each panel**. Align each panel with the plumb lines to make sure it is **perfectly plumb**. (If a panel is rotated even slightly it may appear to align in one area, but will not align in another.) Then **beginning at eye level**, use the **pattern itself to fine-tune** the alignment of the pattern across the panels. Once the pattern is perfectly aligned, proceed to trimming the seams (see *Trimming* below).

PASTING

- Apply an even coat of adhesive to the fabric side of material using a roller or pasting machine.
- Book the wallcovering for a minimum of 12 minutes, then apply the panels directly to wall in the correct order. (When pasting several strips in advance, booking is recommended to ensure proper wetting out of the fibers and to prevent drying out of paste on the edges.)

INSTALLING THE WALLCOVERING

- Measure the height of the wall where the first panel will be installed.
- Cut off a length of wallcovering that is **2" longer than the height** of the area to be covered. This is your first panel. **Do not cut the remaining panels to height yet!**
- Install the first panel by pasting as described above. Apply it to the wall, aligning with the plumb line to make sure it is **perfectly plumb**.
- Unroll a section of the remaining wallcovering roll and **hold it up to the installed first panel and align the pattern**. You may need to adjust the roll up or down to find the correct alignment of the pattern. Depending on the height of the wall, there could be several inches or more of "waste" material.
- Once the pattern is aligned, **cut off the length of the second panel**. Trim away any excess waste, **again leaving 2" of overage** for fine-tuning later.
- Install this panel in the same manner described above.
- Continue installing the remaining panels using this same process. Be sure to check each new panel for pattern alignment **before cutting it to length from the master roll**.

TRIMMING

- **Double Cut:** Remove the unprinted selvage from the sides of each panel, but do not trim the 1" bleed. When installing each panel, overlap the bleed areas to align the pattern from one panel to the next. Double cut each seam as you go.
- Trim the wallcovering with a very sharp razor knife.
- All seams should be at least 6 inches away from inside or outside corners.
- Once the panels are installed, trim the top and bottom edges with a **sharp razor knife**.

SMOOTHING & CLEANING

- Avoid excessive side-to-side pressure when applying the material. Use a **smoothing brush** or a **plastic smoother** to remove air pockets or paste lumps. Work air pockets or paste outward toward the edges. Avoid tools with metal blades as they may tear the material or damage the printed surface.
- Excess adhesive may be removed from the face of the wallcovering using a clean, damp **natural sponge** and a **lint-free microfiber cloth**. Make sure to continuously wipe away excess adhesive as you install the panels, as dry adhesive may leave a hazy residue on the panels.

INITIAL INSPECTION

- **AFTER 3 PANELS ARE SMOOTHED TO THE WALL SURFACE AND EXCESS PASTE HAS BEEN REMOVED, STOP AND EXAMINE THE INSTALLED PANELS FOR ANY VISIBLE DEFECTS. SHOULD ANY ISSUES BE DISCOVERED, REFER TO NOTE TO INSTALLER BEFORE YOU BEGIN ON THE REVERSE SIDE FOR INSTRUCTIONS.**