

## Choose the Surface

Pick a smooth, dry and clean surface –The most traditional places include any wall, door, window or glass. When placing the wall media on a standard painted wall, make sure the wall has been previously primed prior to painting (otherwise the paint or adhesive may come off). Concerning newly painted surfaces, make sure you allow 30 days for out gassing preventing bubbling. If you place the wall media on a pebbly, textured surface that has used eggshell paint or a very porous surface (i.e. brick, cement walls, stucco), you may receive poor results, although it has worked in most cases. So you may want to test first for a couple of days. You can overlap the material up to 1” or butt seam it (as the material does not shrink or curl).

## Prepare the Surface

Use a warm, damp cloth or sponge to clean the wall surface or window and allow it to completely dry. Make sure all previous cleaning solutions are completely gone. Outdoors we suggest you use a pump spray to save time. You can remove and replace the wall media multiple times; however, once the adhesive collects too much dust, dirt or fibers it will become less effective and the wall media may not stick as well to your surface.

## Applying the Wall Media

Depending on the size of the wall media, it may be helpful to have two people install it. Try not to let the adhesive come together, or let the wall media fold up against itself. It’s okay if it does, you can separate it by carefully pulling it apart and you may want two people to do this on larger images.

Start at the top of your wall media image and pull down approximately 4 to 6 inches of the liner and crease the back of the liner. Simply apply the 4 to 6 inches of exposed adhesive area to your chosen location. It can be repositioned many times. Once you’re square then continue to slowly pull the liner downward in 4 to 6 inch increments, smoothing the wall media as you go. Depending on the size, it may be helpful if one person pulls down the liner, while the other smooth’s the image on the surface. You can use a felt tip squeegee to help smooth it out.

If there are any bubbles or wrinkles, you can lightly press or smooth them out, or just peel back that area and re-apply. Please Note: Pressing too hard will not damage the wall media; however, it may cause your hands to gather ink (due to the natural oils on your hands), and could transfer from your hands onto another surface.

## Suggestions

If a bubble re-appears over the next day or two, pressing and lightly rubbing can remove it. This can happen occasionally if oil, dirt, or dust is on your surface. Use a sewing pin to pop the bubble, and then smooth it out with your fingers in a circular motion. In the very rare instance that bubbles keep re-appearing, you may want to move your wall media to another area as there is something preventing the adhesive to stick. Most causes of bubbles are because the wall was painted within the last 30 days or cleaning chemicals were used prior. If you choose to liquid laminate the wall media, always liquid laminate it with the material still on the liner.