

# Practical Information: PSA Vinyl Interior Removable Wall Graphic User Guide

**ORAJET® Series 3628** for wall murals and large-format applications (3-mil)

**ORAJET® Series 3268** for contour cut graphics (6-mil)

Wall graphics do not perform well when applied to **zero VOC latex paint coatings**.

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 before wall graphic application.** Finished graphics shipped to customers should be removed from packaging and stored flat at room temperature for 24 hours before application.

## Surface Preparation

When preparing a wall for a graphic, keep in mind that not all surfaces are suitable for vinyl film application. Wall graphics can be applied successfully only 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 before painting
- Moisture behind the drywall, which can cause the drywall paper to release. *Walls with cooling systems or water pipes behind them may be prone to condensation.*
- High humidity areas including (but not limited to) garages, entryways, and bathrooms
- Dust, dirt, or other contaminants on the wall
- Wallpaper or other wall coverings
- Cuts made to the graphic during the installation process may cause curling or lifting.
- 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.

## Painted Surfaces

If your wall is to be newly painted, the goal is to achieve a good bond between the substrate and the primer/paint. When applying the primer, it is important to use a high-quality, oil-based primer such as those available from Kilz® or Zinsser®. Once the primer is dry, apply two coats of a high-quality semi-gloss or gloss enamel paint to ensure a cohesive bond between the paint and primer.

When applying graphics to heavily tinted paints that have more than 1 oz. of tint per gallon, keep in mind that the surfactants and colorants that make up darker paint colors often take longer to outgas. Avoid matte or flat finish latex paints and paints that use anti-graffiti agents. When applying the paint, use a 3/8" 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 attention to the wall's edges and corners.

## Printing and Laminating

- Use the correct color profiles. Check for the latest updates online at [www.orafol.com](http://www.orafol.com). The profile will automatically set the ink levels, heater settings, resolution, and pass count necessary to help ensure quality printing.
- **Before trimming, plotting, or laminating, it is very important that the graphic sit for 48 hours or more to allow the graphic to outgas. Prints heavy in ink coverage need to outgas for approximately 72 hours.** This is crucial to ensure your wall graphics do not curl around the edges or lose adhesion altogether. Keep in mind that because of widely varying production shop environments, curing times may vary.
- Always test the finished product internally to ensure adequate adhesion before distributing the graphic to the end-user. Also have your customer apply a test piece before installing the actual graphic. This will help ensure compatibility between the graphic and the wall.
- For best results on contour-cut wall graphics, utilize **ORAJET® Series 3268** (6 mil) vinyl, and leave a  $\square$ " to  $\square$ " unprinted white border all the way around the graphic to minimize potential edge curl. Lamination is not required with this product, but can be used for additional protection where needed.
- When choosing a laminate it's important to know what the lighting conditions are in the room. If there is an abundance of lighting, you may want to choose a matte laminate to reduce reflections. For short-term removable mural applications, utilize **ORAJET® Series 3628** (3 mil) vinyl with **ORAGUARD® Series 200** matte laminate.



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### Installation

When installing your graphic, always apply the material using a dry application method; under no circumstances should a wet application be used. Also be careful when using a heat source during installation as this can cause the material to warp and not register during panel installations.

Lay the graphic, image-side down, on a flat surface and pull back the liner about 3 inches. Sharply crease the liner while holding it away from the adhesive. Align the graphic on the wall and use finger pressure to tack in place.

Using a Squeegee, work from the center to the edge, then return to the center and work to the opposite edge. 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, reapply pressure with the Squeegee around the edges of the graphic multiple times 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.)*

### Care & 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 a 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.
- Use a lint-free micro-fiber cloth to dry after cleaning.
- Inspect graphic regularly.

For questions not covered in this bulletin, please contact Orafol Americas Product Technical Support at **1-888-672-2251**, ext.168 or 176, or email [techsupport-americas@orafol.com](mailto:techsupport-americas@orafol.com).

### General Information

This information is based on our knowledge and experience. We have not explained all aspects of application. Specialized or occupational knowledge and competence of a professional sign maker are presupposed. Because of the diversity of potential influencing factors during application and use, we recommend customers test our products when the films will be used for special applications. No legally binding warranty of certain qualities can be derived from our information.

