



DREAM IT... PRINT IT... STICK IT...

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PRODUCTION AND INSTALLATION INSTRUCTIONS

Congratulations! You have just purchased a revolutionary media for wide format solvent, eco-solvent, UV curable, and Latex digital inkjet printing. Please follow these instructions in order to make the printing and installation of your graphics an enjoyable experience.

*** PLEASE READ ENTIRE DOCUMENT ***

A minimum of 1/2" to 3/4" overlap is recommended. Using butt seam technique as with regular DreamScape fabric backed wallcoverings could result in exposed open seams on the wall.

Due to the variability of surfaces, sealers, paints and environmental conditions, DreamScape does not accept claims for application or removal failures. It is the user's obligation to test and verify suitability prior to application

IMPORTANT GUIDELINES FOR CONTRACTORS AND SUPPLIERS- STOP & READ BEFORE PROCEEDING

1. The supplier shall provide a complete copy of DreamScape's current Hanging Instructions to the installer pertaining to the installation of the wall graphic media. ALL INSTALLATIONS MUST CONFORM TO MANUFACTURERS CURRENT INSTALLATION INSTRUCTIONS AND PRODUCT TECHNICAL INFORMATION IN ORDER FOR MANUFACTURER'S WARRANTY PROTECTIONS TO APPLY. If the wallcovering is installed in a manner other than that recommended by DreamScape, it is done at the sole risk of the installer and DreamScape's warranty protections do not apply. Use of a mold inhibiting primer is recommended.
2. All labels shall be checked for accuracy by the installer to insure that the shipment is received as ordered.
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 your supplier should be contacted IMMEDIATELY. DREAMSCAPE WILL NOT BE LIABLE FOR CHARGES OVER THREE PANELS OF MATERIAL. DreamScape will replace defective wallcovering in accordance with the terms of its Limited and Exclusive Warranty. If there are any questions on the following instructions, contact your supplier before proceeding.

PRINTING

- A. DreamScape Textured Wall Wrap was designed for solvent, eco-solvent, mild solvent, UV curable, and Latex inkjet printing.
- B. We recommend leaving some unprinted area around the edges of printed panels. This will allow for handling of material at installation without fingerprinting or otherwise contaminating the adhesive surface of the live image area. See Install Procedure for more information.

NOTES FOR SOLVENT PRINTING:

1)Dreamscape WallWrap embossed vinyl media require a head height setting that is typically higher than those settings used for flat vinyl. We recommend that you adjust printer head height with media loaded and working heat applied. We recommend that you check printer alignment patterns before running work.

2)TEMPERATURE SETTINGS – Optimal temperature settings for best print quality will vary depending on the type of ink and printer model used. You should achieve a hard dot at a platen temperature of 35C or below with most solvent inks. We recommend using a drying temperature between 50 –70 degrees Celsius to assure sufficient off gassing of residual solvents. Excess temperature may cause tunneling in the self-adhesive coating, and / or remove the textured embossing on the surface of the product.

PRODUCT GUIDELINES

APPLICATION – This product was engineered for indoor use. Expected life of the base material, excluding printed inks, is 10 years indoor and 3 years outdoor.. **When applied to a suitable and properly prepared surface as defined in this document, the media should provide continuous reliable adhesion for years.** Permanence of installation is affected by numerous factors, including wall condition and environment, and consequently will vary greatly from install site to install site. **If a project requires precision matched wall graphics or Type II durability, we strongly recommend regular DreamScape fabric-backed wallcovering products, which are 100% dimensionally stable.**

SURFACES OPTIONS – DreamScape Textured Wall Wraps will adhere to most clean, smooth surfaces. Desired results have been achieved on a variety of surfaces including but not limited to drywall, wood paneling, glass, metal, and some polymeric mount board constructions. **This product will not adhere properly to textured surfaces. Do not use on textured paints, textured wallpaper, cinder block or brick, outdoor walls, or any surface that is jagged or rough.**

For best results we recommend installation on a level 4 or 5 finish, sound, drywall that has been primed and painted with a minimum of two coats (semi-gloss paint will promote the best adhesion and ease of removal). Please follow primer or paint instructions for application and optimal curing time prior to installing media.

CURING / ACCLIMATION – **Printed material should be allowed to dry and fully cure for a minimum of 48 hours prior to installation. Failure to fully cure solvent inks will result in edge curling/ lifting on the wall.** Prior to install, the material should be rolled out flat and allowed to relax and reach room temperature – recommended room acclimation time is 2 hours. Check with primer/paint manufacturer for their recommended cure times. Uncured paint or primer will result in poor adhesion.

REMOVABILITY – When applied properly on a suitable surface, the adhesive will maintain its standard release for 2 years. Beyond 2 years, the bond strength with the wall surface may gradually increase.

SURFACE PREPARATION – The install surface must be clean, smooth, dry, undamaged, free of mold, mildew, grease or stains, and structurally intact. **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. 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. DreamScape 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.**

IMPORTANT

For best results we recommend primer and semi-gloss paint. If newly painted, allow to dry prior to installation, the greater of A) 72 hours or B) Use the paint manufacturer's recommended cure time. Uncured paint or primer may result in poor product adhesion.

Use a warm damp cloth to wipe off any dirt or dust and allow the surface to completely dry prior to installation. Do not use any chemicals to clean the intended surface. This product has been tested on many surfaces and should stick aggressively – it can be repositioned and re-applied as long as the adhesive surface has not been contaminated with dirt, dust, fingerprints, etc.

(Install procedure and Warranty on back side)

TOOLS REQUIRED FOR INSTALL

1. TAPE MEASURE
2. PENCIL
3. LEVEL
4. FELT WRAPPED SQUEEGEE
5. UTILITY KNIFE

INSTALL PROCEDURE

Consult with the printer or designer to determine the following:

- a. Was material printed with vertical or horizontal image orientation?
- b. How much bleed or excess was included around the perimeter of the total image
- c. The amount of handling material left at top and bottom of each panel.
- d. How much overlap was included for each panel
- e. Are the individual panels precut or continuous on a roll

The following installation procedure is intended for multi panel wall graphics prepared with vertical seams and a 1/2" overlap between panels.

1. Verify that the printed media has been sized correctly. Do not trim away unprinted excess at top and bottom of panels as this will assist in installing with minimal handling exposure of the adhesive.
2. If the project requires multiple sheets to be matched, prepare each individual panel by laying them flat for a period of 2 hours for proper acclimation.
3. Determine starting point for the graphic. Small images could start from the right or left side, but we recommend larger graphics begin by installing the center panel first.

Note: Use care to make sure the panels will cover full height and width of the project area. Some floors and ceilings are not square, so make sure the graphic covers the widest or tallest areas for the project.

4. Create a plum line on the wall with a pencil to create an edge guide for each panel.
5. Suggested Handling: Whenever possible, leave an unprinted margin for handling at installation. This helps avoid contamination of the adhesive. Roll the first panel into a tight roll with printed image rolled inside. Now unroll 6" and peel back the liner paper 6". Cut away the unrolled portion of lining paper to expose the adhesive backing.
6. Using the plum line, carefully align the top of your panel so that it is square from side to side, and the edge matches with your plumb line. Now the 6" that was exposed in step 5 can be stuck against the wall surface.
7. To help manage curl, always apply WallWrap with minimal tension. With the top of the panel properly anchored to the wall, slowly peel the next several feet of backing. Try to expose only a few feet of adhesive at a time to prevent unwanted sticking of the lower parts of your graphic. Allow the material to flow naturally down the wall without stretching. Work you way down the panel using a felt wrapped squeegee to carefully smooth the material onto the wall. We recommend using slow and even pressured side-to-side strokes, starting from the middle of the panel and moving outward to the sides.
8. Once a few feet of material has been anchored, it should be possible to allow the remaining portion of the panel to drop to the floor - now you can simply use the technique described in step 7 to easily progress down the wall.
9. When the entire panel has been positioned properly and smoothed, be sure to press down on the perimeter edge of each individual panel to assure good adhesion at the seams and edges. If necessary you can lift the material to release stubborn bubbles or large wrinkles, or puncture

the bubble with a needle or pin, and then squeegee out the trapped air.

10. Install remaining panels using the same method as above. Panel seams should overlap 1/2" using care to make sure of proper graphic alignment during installation.
11. After all panels are installed, trim perimeter edges using a sharp utility knife. Remove "bleed" and handling excess at the top and bottom.
12. Removal of this product should be as simple as pulling down from one corner - the product is designed to cleanly and easily be removed in complete panels. If the wall surface was prepared properly there will be no damage to drywall.



Limited and Exclusive Warranty

DreamScape ("Manufacturer / Distributor") warrants that for a period of two years from the sale of its digital wallcovering products ("Products") that the Products shall be free of manufacturing defects, and that Products shall not separate from their backings, and/or exhibit stains caused by bleeding of impurities. Products should not support the growth of mildew when Products are properly printed and installed on a sound wall following the recommended preparation and hanging procedures outlined in the installation instructions, and are adequately maintained and used under normal conditions.

DreamScape Limited and Exclusive Warranty is not assignable or transferable and extends only to purchasers who are the owners of products at the time of installation.

This warranty does not cover and expressly excludes any damage, loss, cost, defect or deficiency arising out of or relating to: (a) accident, abuse, misuse or vandalism; (b) mold or mildew; (c) use of incompatible materials, accessories or supplies; (d) abnormal conditions of use, including use on walls subject to moisture infiltration or accumulation; (e) improper storage, handling, installation, or maintenance; (f) design, installation or construction defects and/or deficiencies of any kind or nature; (g) fire, flood or other acts, omissions, causes or events beyond DreamScape's control; (h) wallcovering that has been altered by anyone other than DreamScape; or (i) any other loss, cost, damage, defect or deficiency not within the scope of this limited and exclusive warranty.

THIS WARRANTY IS THE SOLE AND EXCLUSIVE WARRANTY GIVEN BY DREAMSCAPE WITH RESPECT TO THESE PRODUCTS. ALL OTHER REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, ARE EXPRESSLY DISCLAIMED, INCLUDING ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR ANY IMPLIED WARRANTIES CLAIMED TO ARISE FROM TRADE USAGE, CUSTOM OR COURSE OF DEALING. DreamScape shall supply replacement products free of charge if DreamScape determines upon inspection that any Products fail to conform to this warranty. The foregoing constitutes the SOLE AND EXCLUSIVE REMEDY for breach of this warranty.

IN NO EVENT WILL DreamScape OR IT'S DISTRIBUTORS BE LIABLE FOR INDIRECT, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES, WHETHER BASED IN CONTRACT, TORT, WARRANTY, STRICT LIABILITY OR OTHERWISE. THIS LIMITED AND EXCLUSIVE WARRANTY SHALL SUPERSEDE AND CONTROL ANY OTHER REPRESENTATIONS AND/OR WARRANTIES WITH RESPECT TO THIS PRODUCT. IN NO EVENT SHALL DREAMSCAPE' LIABILITY EXCEED THE PURCHASE PRICE AND/OR INVOICED VALUE OF THE GOODS.

All claims under DreamScape's Limited and Exclusive Warranty must be submitted, in writing, to your supplier, within thirty (30) days after Buyer discovers and/or should have discovered the alleged defects. DreamScape shall then be provided a reasonable opportunity to examine the allegedly nonconforming Products and verify any such defect before its use or further processing. **FAILURE OF BUYER TO COMPLY WITH THESE NOTICE PROVISIONS SHALL CONSTITUTE A WAIVER BY BUYER OF ALL CLAIMS IN RESPECT THERETO.**

