



# PHILLIP JEFFRIES LTD. HANGING INSTRUCTIONS

## NATURAL ILLUSIONS® WALLCOVERING

**STOP: DO NOT CUT OR INSTALL UNTIL YOU HAVE READ THESE INSTRUCTIONS!**

Thank you for choosing this high quality vinyl wallcovering. For the best results, we believe that a professional wallcovering installer should hang these wallcoverings.

### DESCRIPTION:

Inspiration meets illusion - Inspired by our archives of natural wallcoverings, **NATURAL ILLUSIONS** collection merge nature's beauty with the durability and technology offered by today's performance wallcoverings. Made from 54" Type II vinyl with an Osnaburg backing, the collection is highly durable, washable and suitable for commercial, as well as residential installations. Patterns include: Arrowroot, Bamboo Forest, Burlap & Hemp, Diamond Weave, Glam Grass, Grasscloth, Paper Weave, Fauxy Leather, Leo's Luxe Linens, Raffia, Rattan, Seagrass, Silk, Silk Road, Split Bamboo and Woven Bamboo vinyl wallcoverings.

### PREPARATION:

Before you cut and hang, please be sure you have:

1. The correct wallcovering and the correct amount of wallcovering to finish the job.
2. Inspect the wallcovering carefully to ensure it is free of defects:

If no defect is evident before installation, the material should be inspected after three (3) strips are installed. If any defect is evident at this time (or at any point in the installation) no additional material should be hung until Phillip Jeffries Ltd. is notified. **NO CLAIMS WILL BE ALLOWED FOR MORE THAN (3) STRIPS ON THE WALL.** All claims must be made within 60 days of the invoice date. No labor claims will be allowed at any time.

**BUILDING & MATERIAL CONDITIONS:** The building must be weather-tight with HVAC settings (including pressure, temperature and relative humidity) the same as those of an occupied building for three days prior to, throughout installation and three days after installation. The walls must be structurally sound including elimination of sources of moisture accumulation into the wall or wall cavity. The wallcovering must be in a clean and dry condition and must be stored at normal occupied building temperature and humidity for at least three days prior to installation. This includes that all adhesives and primers must be new, good quality, commercial grade materials, which have not been contaminated.

IF YOU HAVE ANY QUESTIONS, PLEASE STOP AND CONTACT  
**PHILLIP JEFFRIES LTD. BEFORE PROCEEDING.**

### WALL PREPARATION:

1. The walls to be covered must be properly prepared to insure that the wallpaper will adhere to the wall surface. Even the strongest adhesive can only work when the wall surface is clean and properly prepared.
2. Phillip Jeffries recommends that installers use a hard, acrylic, pigmented, wall-protecting primer that is **SPECIFICALLY** made for WALLCOVERING INSTALLATION and WALL PROTECTION.

***DO NOT utilize R-35 on its own as a primer as R-35 is a light-duty adhesion promoting sizer, not a wall-protecting, wallcovering primer.***

3. Allow the primer to dry thoroughly before hanging.



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#### INSTALLATION

##### ADHESIVE

1. We recommend a premium, full strength, clear, pre-mixed vinyl adhesive that is heavy duty, strippable and mildew resistant.
2. Apply the paste to the back of the paper using a pasting machine, or for hand application a short napped paint roller. Pay particular attention to run over edges so they are sure to be pasted.

##### TRIMMING

1. Since edges are untrimmed, we strongly recommend creating a precision edge by trimming the wallcovering on your work table or by making a double cut on the wall.
2. Trim edges with a VERY sharp razor blade. Change your blades often.

##### TIPS

1. Install each strip on the wall using a short bristle brush or flexible broadknife.
2. When hanging non-matched textured patterns, each alternate strip should be reverse hung. After three (3) strips are hung, carefully inspect the wallcovering. If the effect is not acceptable, re-hang the second strip without reversing. Non-matched patterns may be table cut or overlapped and double-cut.
3. When hanging matched textured patterns, DO NOT reverse the strips. Matched designs may require being table cut for match perfection.
4. Apply material above doors and windows as it comes off the roll, DO NOT SKIP.
5. A heat gun may be used to allow the vinyl to conform to irregular corners.
6. Remove excess adhesive and dirt from wallcovering surface and seams immediately, using a sponge or damp cloth frequently rinsed in clean, warm water.
7. Vinyl wallcoverings should be washed regularly to prevent dirt and grime from accumulating. Depending on traffic (light, medium, heavy), vinyl should be washed two or three times a year.
8. Ordinary dirt can be removed with mild soap and warm water. A bristle brush can be used to remove dirt from the crevices of deeply textured patterns. Dry wallcovering with a soft, lint-free cloth or towel. For more difficult stains that are only surface deep, the use of a stronger detergent is recommended. WE RECOMMEND ALL CLEANERS BE TESTED IN AN INCONSPICUOUS AREA TO INSURE COMPATIBILITY WITH THE WALLCOVERING.