HP Adhesive Vinyl and Overlaminate wall covering tips and tricks
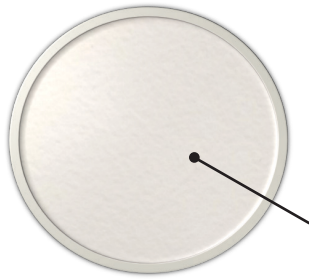
About adhesive film wall graphics

The rise in the digital decor market and the demand for temporary and permanent wall graphics to interior wall surfaces is a growing opportunity for pressure sensitive films. From team logos, to wall murals or retail signage, graphic applications are increasing in both commercial and residential markets. **HP Optimal Gloss Air GRP** adhesive vinyl is recommended for long-term wall graphics.

- **HP Optimal Gloss Air GRP** is a 3-mil, high-performance polymeric bright white vinyl with gray repositionable/permanent adhesive with an air release liner for bubble-free installation. This vinyl conforms well to smooth surfaces. Recommended laminates are **HP Gloss Polymeric Overlaminate** or **HP Matte Polymeric Overlaminate**.

Note: *Designed for permanent applications, vinyl may damage paint and/or dry wall upon removal. Due to the variety of surfaces and paints, HP cannot guarantee damage-free removal every time, therefore, HP/BMG does not warrant damage to the interior wall surface caused by graphic removal.*

Smooth Drywall Surface

Recommended tools

1. Isopropyl alcohol
2. Lint-free cloth
3. Trisodium Phosphate (TSP)
4. Squeegee
5. Heat gun
6. Razor-knife
7. Masking tape
8. Marking pencil
9. Air release tool (straight pin)
10. Tape measurer

• Additional helpful tools: RollePro www.rollepro.com and YelloTools www.yellotools.us

Surface preparation

We recommend a smooth painted surface for best performance. Clean, painted drywall and smooth painted poured concrete/concrete block walls offer the best application surfaces. The addition of texture or raised embellishments will reduce surface contact and impair the bond of the adhesive wall graphic. Wood or wood panels, while appearing smooth, still have texture from the grain of the wood that could affect wall graphic adhesion and cause application failure. Stucco, heavy texture, plaster, rough-finished concrete or similar types of surfaces must be thoroughly tested before application of an adhesive wall graphic.

Typical paint surface finishes include eggshell, semi- gloss, flat or gloss wall paint. Semi-gloss and satin paint finishes are preferred for wall graphic applications. When encountering previously painted walls, a thorough cleaning of the surface is essential. A recommended wall cleaner is Trisodium Phosphate (TSP). This is a common cleaning agent suggested before repainting and available at most home centers and paint retailers. Clean walls thoroughly with TSP, paying special attention to the areas at the ceiling and adjacent walls. Dirt and grime will reduce a wall graphic adhesion if not cleaned properly. Rinse all TSP residue and allow to dry completely before wall graphic application—a minimum of 24 hours and 48 hours. A final rinse of the wall surface with isopropyl alcohol, (IPA)/ water mixture is also effective, (70% IPA/ 30% water). Wipe down the wall with a clean lint free towel. The surface must be completely dry before application, allow to dry a minimum of one hour.

When the wall surface is a new construction or a fresh repaint, curing (outgassing) of the paint is critical for successful wall graphic application. With new drywall, primer, and two coats of a semi-gloss or satin finish paint is recommended. Follow the paint manufacturers' recommendation on minimum cure time of the paint as to when it can be washed as a guideline for wall graphic application. If no recommendation is given, a minimum of two weeks cure is recommended before wall graphic application. Primer and paint should be compatible, check with paint manufacturer for details. Walls painted with dark colors contain a high amount of surfactants that can slow paint cure, especially in humid ambient conditions. Light colored paints are recommended.

Please refer to the pain manufacturer guidelines for cure time. If there are no specific instructions, we recommend allowing a minimum of four weeks cure before wall graphic application. This same procedure should be followed when a fresh repaint is encountered.

Inspect/repair wall surface

It is important to inspect the wall for unsound surfaces including loose paint, damaged surface, cracks, or inconsistent surface. Repair any wall damage prior to installation. Scrape away all loose paint and then prime and paint the surface. Look for moisture behind the wallboard especially surrounding cooling units, water pipes, overhead windows, or any water pipes that could drip on the graphic. Moisture can cause the wallboard paper to release. It is not recommended to apply adhesive vinyl over wallpaper.

Suggested paint usage

Low or Zero VOC paints are not recommended for use with adhesive films. In addition, "easy to clean" and "no mar" paints will have a surface active ingredient that does not allow dirt and debris to bond to the paint. These additives will adversely affect wall graphic media adhesive bond and must be tested thoroughly before application of a wall graphic. Flat paints have a porous texture that can hold onto dirt and make cleaning more difficult. This makes it more difficult for adhesive vinyl to adhere properly and flat paints are typically not recommended.

The following paints have been tested and approved for painted dry wall applications successfully for no adhesive transfer, no ghosting, and no edge lift. Use a short nap roller (1/4 inch) or spray unit to apply the paint.

Recommended paints (for products available in the Americas)

Paint
Dutch Boy Cabinet & Trip – High-gloss
Dutch Boy Platinum – Flat
Dutch Boy Platinum – Eggshell
Dutch Boy Refresh – Satin (slight ghosting after 4 weeks)
Dutch Boy Refresh – Semi-gloss
Dutch Boy DuraClean Interior Latex – Eggshell
Behr Premium Plus – Semi-gloss
Sherwin Williams ProMar – Eggshell
Sherwin Williams – Flat

NOTE: *Always ensure the painted surface has been properly processed per the paint manufacturer's specifications or recommendations. The drying or curing period of the paint system must be followed. Failure to adhere to the above can results in poor decal performance and removal characteristics. It is critical for the graphic provider and the end user to determine the suitability of performance prior to full scale application. HP suggests testing a representative sample in an inconspicuous place to ensure the bond is satisfactory after 72 hours.*

Printing

HP Optimal Gloss Air GRP is compatible with latex, solvent, eco-solvent and UV curable digital printers. Refer to HP latex printer profiles for select printers on the HPLFMedia.com website at: HPLFMedia.com/paperpresets. If your printer is not on the profile listing contact your HP Large Format Media Specialist at **888-893-4668**, or email info@ HPLFMedia.com. It is critical that the ink be cured properly before installation.

Uncured ink will cause premature edge lift and delamination of the wall graphic. Issues can occur if the wrong profile is used or if too much ink is being applied. Always test ink compatibility with the specific wall graphic media before production. Make sure to qualify the application, paint surface, paint cure time, wall/room humidity, and removal needs of your customer.

Shipping finished graphics

Images should be allowed to dry thoroughly before rolling for shipment. Graphics should be wound face out with an inner diameter of no less than six inches. Before installing the graphic, unroll the graphic and lay it flat. Allow the material to relax and reach room temperature for at least one hour.

Graphic application

Application of the wall graphic to a clean, dry wall requires smooth consistent pressure so as not to stretch the graphic. Application temperature -18 to 149 ˚F (-28 - 65˚C) and 40 to 60% relative humidity. Before starting the application, use masking tape to temporarily tape all the panels to ensure graphic size and position. Depending on size, you can start in the middle with small decals and uniformly work from the center out. If the decal is large, level the top edge and remove the top six inches of liner. Use two hands when pulling the liner from the film to prevent stretching the film. Squeegee the top strip to the wall smoothly. Pull down about 12 inches of liner and squeegee from the top strip down to the liner across the width of the decal moving the air to the edges (move in a straight line not an arc). Use firm, overlapping strokes. Keep working in steps, about 12 inches at a time until the total graphic is applied to the wall. If you see air bubbles in the application, use the squeegee to move it to the nearest edge. Re-squeegee all edges of the graphic to help ensure good adhesion as this will reduce the risk of damage and lifting of the edges.

Decals

Decals must be squeegeed before and after pre-mask removal. During pre-mask removal, decals are exposed to potential edge lifting. In order to eliminate this, re-squeegee the decal paying attention to the edges. Wrap a squeegee sleeve or soft clean rag around the squeegee to prevent potential damage to the decal.

Summary

Successful application of wall graphics is dependent on a variety of the factors mentioned above. HP Large Format Adhesive Vinyl is formulated for optimal printing and the adhesives are formulated for optimal bonding to a wide variety of smooth wall surfaces. Proper wall preparation is needed to assure successful application. Correct ink drying or curing with an approved profile is critical to long term useful life of a wall graphic. Finally, application of the decal requires all the air to be removed between the graphic and wall without stretching the graphic. Following these preparation and application steps will result in a successful wall graphic application.

For further questions or assistance, contact your HP Large Format Media Specialist at **888-893-4668**, or email info@HPLFMedia.com.

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* As of the date of this document, this product does not contain any of the chemicals on the EU's Candidate List for Authorization (otherwise known as Substances of Very High Concern) in concentrations exceeding 0.1%. To determine the status of SVHC in HP products, see the HP REACH Article 33 Declaration published at HP Printing Products and Consumable Supplies. Logo source: Copyright European Chemicals Agency.