



TECHNICAL ASSISTANCE

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IMAGin® Deco-media Application Guide

1) Key to a successful application of Deco-Satin, DecoFresco, and DecoMural we recommend the following:

- 1) Do not apply graphics to unsealed drywall.
- 2) Avoid textured wall surfaces. These surfaces do not allow for good surface contact of the adhesive. Use graphic products designed specifically for these textured surfaces like MACTac's *RR100 RoughRAP* or *STR328P StreetRAP*.
- 3) The ideal wall surface is **smooth with a semi-gloss paint**.
- 4) Do not apply graphics until the paint is fully cured. As paints cure there can be unknown interactions between the pressure sensitive adhesive and the uncured paint which may result in graphic failures. In addition, as paints cure they outgas, which may result in bubbles or blisters forming under the graphics.
 - a. **Do not apply graphics to matte or semi-matte (satin) paints.** These have matting agents that float to the surface and can cause interference with ultimate adhesion.
 - b. Avoid using paints that are "scrub-able" or "washable" as migratory agents in these paints may cause graphic failure.
 - c. Water-base latex paints may require 30 to 90 days to completely cure. **Consult with the paint manufacturer for proper cure times.**
 - d. Paints dry from the outside in so dry to the touch may not be fully cured.
 - e. Heavier pigment loading, e.g. paints with dark or intense colors, will extend the cure time, possibly out to 90 days, or more.
 - f. Avoid oil based paints.
 - g. Good film adhesion is possible with solvent-based, latex, urethane and epoxy paints. Always test your wall graphic media on the wall first.
- 5) Repair any existing wall damage.
- 6) Clean the wall prior to priming and painting.
- 7) Use short nap rollers (¼"), sponge rollers or spray units to apply the paint.
- 8) To insure proper compatibility use a primer and finish paint designed to work together from the same paint supplier.
- 9) All air drying paints must be allowed to cure at or near to 70°F and 50% R.H. for at least one week (7 days) prior to film application. Consult with the paint manufacturer for complete cure times. *Note: some paints may take months to fully cure.*

2) Substrate preparation for previously wallpapered walls:

- 1) The substrate must be dry, clean and without any residue from previous wallpaper layers.
- 2) If a previous layer of wet glue wallpaper has to be removed, please follow instructions from the wallpaper or wet glue manufacturer.
- 3) If necessary, sand down or cut out all irregularities with a utility knife. Brush down or wipe over the wall with a clean towel to remove any remaining dust particles on the wall that might be visible in the freshly applied pressure sensitive wallpaper after application.
- 4) One final wipe down with warm water or alcohol using a soft towel.
- 5) Allow the surface to dry before applying the graphics.

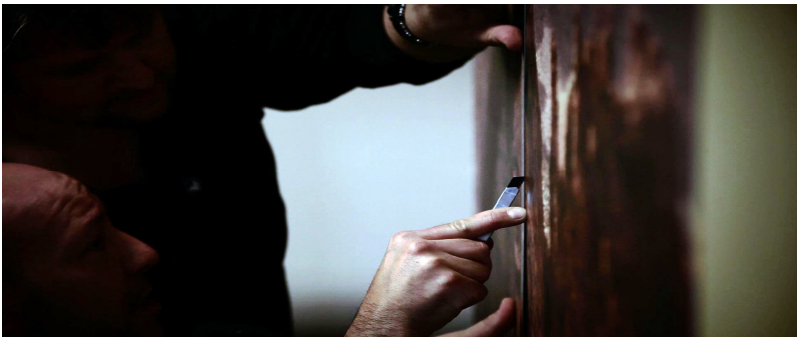
3) Application of Deco-media:



1) Apply the graphics above the recommended minimum application temperature of the graphic media – ideal application temperature is 70°F. Consult the product Performance Guide at www.mactac.com.

2) Before starting the job unroll all the strips and put them in the right order to make sure the tiled image is complete. It is recommended to number the strips on the backing to avoid errors that might require a reprint!

- 3) The tiled image must be printed in such a way to provide an overlap of ½ inch on each side of the strip.
- 4) On the first strip it is vital that the Deco-media is hung as vertically as possible as the rest of the job will depend from it. Use a spirit level or plumb line to correctly position the Deco-media, and then use small strips of paper tape to hold the graphic in position.
- 5) Now, starting from the top, remove about 20 inches of the backing over the total width of the material.
- 6) Press down using a felt squeegee, moving your hand from left to right over the printed material. Don't use a plastic squeegee or any other sharp or blunt object to apply the Deco-media since this may damage the print.
- 7) Re-positioning of the pressure sensitive fabric is possible, allowing alignment corrections to be made in the application of the tiled image.
- 8) Carefully work your way down removing the backing in strips of 20 to 30 inches and pushing from the middle to the outer edges. Be careful not to create any wrinkles.



9) Using a sharp knife, cut through the middle of the overlapped layers (both layers) from top to bottom right through and then remove both of the small off cuts. The seams should now be perfectly clean.

10) Trim the extra material from the bottom of the strip using a pair of scissors.

- 11) Firmly press down the seams by using a heat gun and rubber roller to obtain a perfect result.



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12) Ventilate the room or shop overnight to make sure any remaining odor from the print has dissipated.

13) If the Deco-media has been stretched during install or a bubble appears after completion, use a heat gun to relax the film and flatten out any of those areas.

4) Printing Tips for Deco-media:

- 1) Deco-Satin, DecoCanvas and DecoMural media are designed for inkjet printing using eco-solvent, mild-solvent, latex and UV inkjet inks.
- 2) Use the proper ICC profile for your printer/ink/material/RIP software combination as found on the MACTac website – free of charge. Please download the ICC profiles from www.mactac.com.
- 3) Don't forget to print the tiled image with an additional ½ inch to provide for the overlap that needs to be cut out at the end to obtain clean seams.
- 4) For further details on Dec-media please download the appropriate Performance Guide from our website.



5) Pressure Sensitive graphics in drywall applications may be challenging for many reasons:

- 1) Drywall is an extremely porous surface and sealing it up is difficult, yet critical, to a good application.
- 2) New drywall (anything less than one year old is considered new) does a lot of moving as the new building settles and the wood studs dry out.
- 3) New drywall will shrink due to high moisture content in new drywall, which may result in lifting graphics.
- 4) New dry wall will outgas as it dries out which may result in bubbles or blisters forming under the graphic.
- 5) Different paints require different cure times. Heavily pigmented paints take significantly longer time to cure. Environmental conditions can speed up or retard cure times. Graphics applied to un-cured paint may fail. **Consult with your paint manufacturer**, for the proper primer and paint to use and their respective cure time.
- 6) Even with the best of conditions some jobs may require touch ups.
- 7) For these reasons, there is no guarantee for Pressure Sensitive graphics in drywall applications.

IMPORTANT NOTICE: The information given and the recommendations made herein are based on our research and are believed to be accurate, but no guarantee of their accuracy or completeness is made. In every case, user shall determine before using any product in full scale production, or in any way, whether such product is suitable for user's intended use for their particular purpose under their own operating conditions. User assumes all risk and liability whatsoever in connection with their use of any product. The products discussed herein are sold without any warranty as to merchantability or fitness for a particular purpose, or any other warranty, express or implied. No representative of ours has any authority to waive or change the foregoing provisions, and no statement or recommendation not contained herein shall have any force of effect unless in an agreement signed by the officers of seller and manufacturer. Nothing contained herein shall be construed to imply the nonexistence of any relevant patents or to constitute a permission, inducement or recommendation to practice any invention covered by any patent without authority from the owner of the patent. The following is made in lieu of all warranties, express or implied: Seller's and manufacturer's only obligation shall be to replace or credit such quantity of the product proved to be defective at its discretion.

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