

Printing, Processing and Application Instructions for Wall Graphics

Instructional Bulletin #6.50 (Revision 11)

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1.0 Overview

As with any application there are specific considerations necessary for wall graphics. Products or application materials not specifically addressed in this bulletin or in related bulletins are NOT recommended or warranted by Avery Dennison. A video demonstrating the testing and install process for wall films can be found on the Avery Dennison Graphics Solutions Channel on YouTube. The video title is [“Avery Dennison Wall Install Protocol with The Wrap Institute's Justin Pate”](#). The video titled [“Avery Dennison MPI 1405 PVC-Free Wrapping Film”](#) provides more detailed information on installing the MPI 1405 films to textured walls.

2.0 Recommended Films, Printers & Graphics Protection

The following films are recommended and approved for use on interior wall graphics:

2.1 Long-term (5+ years)

2.1.1 MPI Media

- MPI 2105 Series Calendered Vinyl Film (Permanent Adhesive)
- MPI 2120 Calendered Vinyl Film (Permanent Adhesive)
- MPI 1105 Cast Vinyl Film (Permanent Adhesive)
- MPI 1405 Polyurethane (Permanent Adhesive) (use with DOL 6460 only)

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2.1.2 Graphics Protection

- DOL 1000z Series Cast Overlaminates
- DOL 1300z Series Cast Overlaminates
- DOL 1460z Gloss Cast Overlaminates
- DOL 6460 Gloss Polyurethane Overlaminates

2.1.3 Cut – Signage Media

- HP 700 High Performance Opaque Calendered Vinyl Film (Permanent Adhesive)
- HP 750 High Performance Opaque Calendered Vinyl Film (Permanent Adhesive)
- SC 900 SuperCast Opaque Cast Vinyl Film (Permanent Adhesive)
- SC 950 SuperCast Opaque Cast Vinyl Film (Permanent Adhesive)

2.2 Medium-term (3-4 years)

2.2.1 MPI Media

- MPI 2611 Wall Film (Removable Adhesive)
- MPI 2610 Wall Film (Permanent Adhesive)
- MPI 2630 Textured Wall Films (Permanent Adhesive)
- MPI 2631 Textured Wall Films (Removable Adhesive)
- MPI 2923 Matte Calendered Vinyl Film (Permanent Adhesive – Opaque Film)
- MPI 2923 EZ Matte Calendered Vinyl Film (Permanent Adhesive – Opaque Film)
- MPI 2903 Gloss Calendered Vinyl Film (Permanent Adhesive - Opaque Film)
- MPI 2903 EZ Gloss Calendered Vinyl Film (Permanent Adhesive - Opaque Film)

2.2.2 Graphics Protection

- DOL 2000 Series Calendered Overlaminates

2.2.3 Cut – Signage Media

- PC 500 Promotional Opaque Calendered Vinyl Film (Permanent Adhesive)

2.3 Short-term (1-2 years)

2.3.1 MPI Media

- MPI 2921 Matte Calendered Vinyl Film (Removable Adhesive)
- MPI 3300 Gloss Economy Calendered Vinyl Film (Permanent Adhesive)
- MPI 3303 Gloss Economy Calendered Vinyl Film (Permanent Adhesive - Opaque)
- MPI 3323 Matte Economy Calendered Vinyl Film (Permanent Adhesive - Opaque)

2.3.2 Graphics Protection

- DOL 3000 Series Calendered Overlaminates

2.4 Recommended Solvent Printers and Inks

- Reference [Instructional Bulletin #5.80](#) “Multi Purpose Inkjet Film and Specialty Products Reference for recommended printers printers”.

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3.0 Choosing the Correct Film

3.1.1 Calendered

Calendered films are designed for short to medium life applications where conformability of the film is not required making them ideal for smooth walls. Calendered films do exhibit memory for its original shape. Subsequently, when heating and stretching the film, shrinkage can be induced. As a calendered film shrinks some tenting and lifting can be expected in areas such as recessed areas of textured walls.

3.1.2 Cast

Cast films are designed for durable applications where conformability is a necessity. Cast films are recommended for textured or painted cinder block walls where conformability is needed.

3.1.3 Polyurethane

Polyurethane films are non PVC films designed for durable applications where conformability is a necessity. Polyurethane film can be used on moderately textured and unpainted surfaces such as brick and stucco.

3.2 Adhesion Testing

It is highly recommended that all graphics be test applied to the surface of choice prior to performing the actual graphic application to make sure there is a good adhesion achieved. It is recommended that a sample is allowed to dwell for 24 hrs to confirm adhesion to the substrate. This is shown in the video [“Avery Dennison Wall Install Protocol with The Wrap Institute's Justin Pate”](#).

4.0 Print Processing Procedures

For processing procedures of MPI Vinyl Films the following Instructional Bulletin:

- [Instructional Bulletin #5.80](#) “Multi Purpose Inkjet Film and Specialty Products Reference for Solvent & UV Inkjet Printers”
- Images printed with solvent inks must thoroughly dry prior to contour cutting or overlaminating. It is recommended to allow the print to dry for 24 hours minimum before lamination or contour cutting.
 - o It is recommended to loosely unwind the roll for the minimum 24 hour drying period. This will allow for air flow and increased evacuation of solvents during the curing process.
- Images with heavy ink loads may experience edge curl (especially if the print was not allowed to dry before cutting or lamination) because the retained solvent will affect adhesion. For prints with heavy ink loads it is recommended to leave an unprinted border of at least ¼”.
- Use the correct ICC color profile. Profiles can be downloaded from <http://avery-us.color-base.com>. The profile automatically sets the ink limits to help ensure quality printing.

5.0 Consult Product Data Bulletin

Before starting the application make sure to consult the appropriate product data bulletin for information regarding minimum and maximum application temperatures, recommended substrates, and immediate service conditions before and after application. These factors are critical to a successful application and future graphic performance. Once assured that all factors are understood with respect to the product, and all factors comply with the product recommendations, cleaning and surface preparation can begin.

NOTE: Documentation of application date, material lot number, and application conditions (temperature, etc.) is required to support warranty claims in the event of graphic failure.

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6.0 Surface Preparation

Proper cleaning and preparation of the substrate prior to graphic application is critical to the success of the graphic. The following cleaning and surface preparation conditions must be followed prior to application. Failure to adhere to these requirements can cause adhesion loss and therefore reduce the durability and performance level of the printed graphic. The following conditions are relevant to properly prepared paint systems processed correctly per paint manufacturer specifications.

The required wall texture for successful graphic application and adhesion is smooth, properly primed, painted, and cured wallboard that has little or no surface variation.

NOTE: This bulletin helps identify and prepare for the most common types of interior wall surfaces. Since wall finishing options and paint formulations are constantly evolving it is not possible to cover all options. It is the responsibility of the end-user/applicator to ensure all painted substrates have been processed and cured per the paint manufacturer's requirements. Failure to follow paint manufacturer requirements can lead to graphic failures and/or removal problems.

These are general recommendations for painted surfaces. It is essential to follow manufacturer's directions for complete surface preparation and adequate drying/curing time prior to graphic or film application.

6.1 Paint Surface Definitions

- **Flat** paints provide a non-reflective surface and they have a porous texture that can hold onto dirt and make cleaning more difficult. The porous surface of flat paint makes application of Adhesive films much more difficult due to the inability to adhere to the surface. This causes the adhesion of the film to the painted surface to be greatly reduced causing premature failure of the graphic. **This paint finish is NOT recommended.**
- **Satin** or **low luster** paints are more lustrous than flat finishes. While these surfaces are not as porous as a flat paint the matting agents used in these paints can negatively affect the ultimate adhesion of the graphic.
- **Semi-gloss** paints provide a smooth somewhat shiny finish, which provides a good surface for graphics application.
- **Glossy** paints provide a smooth shiny finish, which provides a good surface for graphics application. Gloss painted surfaces are the best surfaces for graphics application.

It is CRITICAL the graphic provider and end user determine suitability of performance prior to full scale program application.

NOTE: The recently introduced no VOC, low VOC or Zero VOC paints have been found to have cure times longer than standard paints. Before applying vinyl graphics be sure to check vinyl adhesion using a representative sample.

6.2 Non-Recommended Paint Surfaces

CAUTION: Avoid the use of the following paint finishes; always test adhesion and paint/ adhesive compatibility prior to production use.

- **Avoid using flat or matte finishes.** The matting agents in these paints can reduce film adhesion and cause the graphics to fail.
- Graphics applied to flat paints may cause damage during removal.

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- Avoid Paints containing migratory agents, such as chlorinated waxes and silicones, which may cause adhesion failure.
- Avoid paints which are designed for easy cleaning; the waxes in the paints may cause premature failure.
- Avoid heavily textured paints. The texture will allow the film to adhere only to the “high spots” greatly reducing the graphic adhesion, which could cause graphics to fail prematurely.
- Avoid all latex paints on wooden substrates.
- Avoid oil alkyd primers and enamels, as they are slow to dry and will adversely affect adhesion of a film.
- Avoid applying to wallpaper.

6.3 Paint and Painted Surface Precautions

- If applying film to a newly painted surface, follow all drying, and curing instructions provided by the paint manufacturer prior to surface preparation and film application.
- All air-drying paints should be allowed to dwell at near room temperature and humidity conditions for at least one week (7 days) prior to film application. Reference paint manufacturer’s instructions for actual curing time of the paint. **NOTE: It has been documented that some paints can take months to fully cure.**
- Chalked and otherwise weathered paint surfaces must be refurbished.
- Primer and paint should be compatible. Check with the manufacturer for details.

NOTE: Always test adhesion and paint/adhesive compatibility prior to production use. Adhesion of the film to a painted wall can be tested by applying a small strip of film in an inconspicuous area and allowed to dwell for 2-3 days. It is important that the wall has been properly prepared as outlined below before any adhesion testing or graphics application takes place. After the 2-3 day dwell period the sample strip should be moderately difficult to remove without causing damage to the wall surface.

NOTE: The recently introduced no VOC, low VOC or Zero VOC paints have been found to have cure times longer than standard paints. Before applying vinyl graphics be sure to check vinyl adhesion using a representative sample.

6.4 Inspecting, Cleaning, and Preparing the Substrate

The surface to which Avery Dennison™ films are applied must be completely clean, smooth, and dry before final preparation. Before graphics can be applied it is important to make sure the substrate is both in good condition and clean. Any contaminants such as dust, dirt, grease, or defects on the substrate such as loose paint can cause adhesion loss and therefore reduce the durability and performance level of the graphic.

6.4.1 Inspect/ Repair Substrate

It is important to repair any wall damage and return it to like new condition. A wall that is not properly repaired could cause poor graphic adhesion or additional wall damage during removal of the graphic. Examples of an unsound wall surface include loose paint, damaged surface, cracks, or inconsistent surface.

Below are several examples of walls in need of repair.

- Holes in wall or incomplete patches – These areas will need to be patched, primed, and painted.
- Loose wallboard joints – These seams must be repaired.
- Too much texture in the paint – The surface may be smoothed down with sandpaper or scouring pad. Walls must be primed and painted after this is completed.

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- Paint chipped, loose, flaking or peeling – Scrape away all loose paint and then prime and paint the surface.
- Moisture behind the wallboard – this can cause the wallboard paper to release. Pay special attention to areas prone to condensation such as walls surrounding cooling units, water pipes, overhead windows, or any water pipes that could drip on the graphic.
- Dust, dirt, or vehicle exhaust contamination on the wall – The walls must be clean and free from dust, dirt, grease and other contaminants before applying the graphics.
- Wallpaper that is not securely bonded to the wall in all areas – It is recommended that graphics not be applied over wallpaper.
- Contamination by other products on the wall that was not properly cleaned.
- Cuts made to the graphic during the installation that penetrates both the film and substrate.

6.4.2 Cleaning

- Clean the wall prior to priming and painting.
- For most interior painted drywall surfaces simply wiping down the substrate with a clean lint free towel will be sufficient. However, some surfaces may require extra cleaning. If the surface is greasy using a solution of trisodium phosphate (TSP), mixed according to the manufacturer's directions, may be necessary. (TSP can be purchased at most hardware stores).
- For surfaces other than painted drywall remove all dirt and grime with a commercial synthetic detergent solution and warm water (1 ounce per gallon). Avoid detergents with lotions, waxes, creams, or oils. Be aware some window cleaners have waxes.
- Smooth poured concrete walls or concrete block walls (interior only)
 - It may be necessary to clean with a power washer or hand wash with a stiff brush and detergent and rinsed with clean water. This will help remove any grease or exhaust contaminants on the wall.
 - Dry the surface with clean, lint-free paper towels.
 - The surface should be allowed to thoroughly dry for at least 24 hours before graphics are applied.
 - After the surface has dried, it is recommended to brush the surface immediately before application to remove any dust or dirt that may have collected during the drying period.
- Interior Textured Walls
 - Too much surface texture allows adhesive contact only with the high points of the wall, which does not provide sufficient contact for a proper application.
 - In some cases a cast film with an overlaminates can be used on these surfaces. Using a heat gun and rivet brush or foam roller to work the film into the crevasses.
 - The recommended wall texture for successful graphic application and adhesion is SMOOTH, properly primed, painted, and cured wallboard that has little or no surface variation.
 - Textured wallboard can be smoothed down using sandpaper or a scouring pad. After sanding the wall must be properly primed, painted and cured before the graphics are installed.

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6.4.3 Preparing Substrate/ Painting Recommendations

- For a smooth paint surface use a short nap roller (approximately ¼ inch), a sponge roller or spray unit to apply paint.
- Prime the wall with a primer that is compatible with the paint to be used. It may be necessary to apply two coats of primer to ensure good coverage. Reference manufacturer's instructions for recommended time between coats.
- Paint the wall with a quality, semi-gloss or gloss paint. **NOTE: Do not use matte paint or paint with silicone, graffiti-resistant or texturizing additives.**
- Allow the final coat of paint to dry for at least 5 days before applying graphics to the wall. Reference the paint manufacturer's instructions for actual cure time of the paint.
- Do not apply graphics to any wall that does not have excellent paint to substrate bonding.

NOTE: If the paint is not allowed to cure properly outgassing may occur. Outgassing takes place during the drying/curing process of the paint where certain gases are released. If a graphic is applied before the paint is allowed to cure these gasses will become trapped and can result in lifting, air bubbles and premature graphic failure.

NOTE: When possible, Avery Dennison Graphics recommends using primer and paint from the same manufacturer, since the products are usually designed to work together. The goal is to achieve a good bond between the substrate, primer, and paint. Avery Dennison Graphics does not endorse any particular paint manufacturer. It is also recommended to test painted surfaces before applying graphics.

NOTE: The recently introduced no VOC, low VOC or Zero VOC paints have been found to have cure times longer than standard paints. Before applying vinyl graphics be sure to check vinyl adhesion using a representative sample.

6.4.4 Elements that Affect Performance Life of a Graphic on Textured Surfaces

- Improper Installation will result in poor adhesion, edge lift or curl
- Poor initial adhesion. Test prior to installation to ensure the film has sufficient adhesion to the textured surface.
- Exposure to water. Graphics exposed to water from rain, irrigation systems or other elements can trap water which will lead to loss of adhesion/lifting and mold.
- Recessed areas are susceptible to lift at elevated surface temperatures. In particular, surface temperatures above 135° F (57°C) may cause lifting in recessed areas such as mortar joints.
- Textured substrates with variations greater than 1/8" including mortar joints may experience lifting in these areas.
- For exterior textured masonry walls without an effective moisture barrier, water vapor can be transmitted from warmer, moist interior areas to the exterior surface. If a graphic is applied on such an exterior wall, freeze/thaw cycles can accelerate moisture transmission and allow moisture to be trapped between the graphic and the wall. If this occurs, the graphics may be susceptible to lifting and spalling may occur in or on the wall.
- Removal of graphics may cause damage to flawed substrates and paint, as well as textured wallboard or wallpaper.

7.0 Shipping Notes

- Images should be allowed to dry thoroughly before rolling for shipment.
- Image should be wound face out with an inner diameter of no less than 6".

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8.0 Temperature

Temperature plays an important role in how well a vinyl sticks to a substrate. Follow the guidelines toward minimum and maximum application temperatures and required service conditions before and after application. This information can be found in the Product Data Bulletins for each film being used.

NOTE: It is important to monitor both the ambient and surface temperature as both can have an affect on the application. Higher temperatures will make the film softer and more pliable. However, the high temperature also makes the adhesive more aggressive, which can lead to pre-tack and increased stretching if it is necessary to reposition the film. Lower temperatures will make the film more rigid and reduce the tack of the adhesive.

Ambient Air Temperature - Air temperature of environment (i.e. the room where application is taking place).

Surface Temperature - Temperature of wall (i.e. the surface where graphics are being applied).

9.0 Application Guidelines

Note to graphics Installer: The wall surface and texture directly impacts graphic adhesion and removal. It is important to know what type of film was used for the graphics about to be installed and make sure that the film is appropriate for the intended application.

NOTE: Prior to actual graphics installation, it is recommended to use test adhesion using a small sample of the film about to be installed. The graphics printer should provide samples for adhesion testing. If adhesion of the small sample is not acceptable installation of the large graphic should not be attempted.

9.1 Application Tools

- 2" masking tape – for positioning
- Lint free cleaning cloths – for cleaning the substrate
- Tape measure – for positioning
- Air release tool – for removing air bubbles
- Marking pencil – for marking position of graphic
- Squeegee – for applying the graphic
- Rivet brush – for working film into textured surfaces. A 3" rivet brush is ideal.
- Razor-knife (preferably one with break-off blades) – for trimming away excess vinyl
- Heat gun or propane torch – for heating the vinyl on complicated applications
- Surface Temperature Thermometer / IR Thermometer – for checking surface and ambient temperature

9.2 Application Notes

- Before installing the graphic, unroll it and allow it to lay flat. Allow the material to relax and reach room temperature for at least 1 hour.
- Use the IR Thermometer to scan the surface and see that it is in the recommended ambient temperature range
- Premask/ Application Tape is not necessary for wall graphic applications. These tapes may cause lifting when removed during application. IF they are necessary, use R-Tape 4000-RLA or similar low tack premask/application tape. Always test prior to application.

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- Before starting the application use masking tape to temporarily tape up all panels to ensure graphic size and position
- When handling the graphics be sure to hold the film as far into the graphic as possible, without wrinkling the film. This will help avoid transferring oil from fingers and dirt to the edges of the graphic, which could result in peeling edges or lifting, which can cause adhesion problems.
- Use two hands when pulling the liner from the film, using care not to stretch the film. **NOTE: Always remove the liner from the graphic rather than the graphic from the liner.**
- Pull the squeegee or rivet brush across the graphic. Pushing it will cause the film to stretch.
- Move the squeegee or rivet brush in a straight line-not in an arc.
- Use firm, overlapping strokes.
- Once the graphic is applied:
 - Re-squeegee all of the edges of the graphic to help ensure good adhesion. This will reduce the risk of damage and lifting at the edges of the graphic.



9.3 Application Method

When applying wall graphics the “dry application method” must be used. Do not use application fluid or the “wet method” during installation. Water or application fluid can cause damage to the wall and cause premature graphics failure

9.4 Overlap of Multi-Panel Graphics

Use a pencil, pen, or marking tape, to mark the graphic location on the application surface. If a chalk line has been used, replace all chalk marks with pencil or pen lines. Remove the chalk dust before applying the graphic. When multi-panel graphics are installed it is recommended that overlap seams are used. The actual overlap should be at least ½” on smooth face films (butt seams are not recommended). When applying the MPI 2630 and 2631 Textured Wall Films an overlap seam of 1” is recommended.

NOTE: Due to the heavy texture on the face film overlap seams may have difficulty bonding to the underlying panel. Avery Dennison recommends using a high tack banner tape to add extra holding power for these seams.

9.5 Application of Wall Graphics

The following instructions describe a step-by-step procedure for installing large premasked markings onto a wall. For questions regarding application procedures contact Avery Dennison’s Customer Technical Support. Read through all of the application instructions and then choose the application method that best matches your graphic.

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9.5.1 Application of Large Vertical Panels

- **Top Hinge**

a) Measure and position the graphic using masking tape to hold it in place. It is a good idea to mark the position of the panel in case the graphic comes loose. Wherever possible make sure the graphic is completely smooth and taut.



b) Place a strip of tape along the top edge of the graphic.



c) Reach behind the graphic and carefully pull the liner back several inches to expose the adhesive.



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- d) Hold the graphic smooth and taut, away from the application surface with one hand and squeegee horizontally from the center towards the outer edges. Continue squeegeeing, using firm overlapping strokes from the center out, working away from the starting point. Pull the liner back as necessary.



- e) Re-squeegee the entire graphic using very firm squeegee pressure, including all edges. Puncture any air bubbles with a straight pin and re-squeegee from the edge of the bubble towards the puncture.

- **Center Hinge**

- a) Measure and position the graphic using masking tape to hold it in place. It is a good idea to mark the position of the panel in case the graphic comes loose. Wherever possible make sure the graphic is completely smooth and taut.



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- b) Place a horizontal strip of tape at or near the center of the graphic.



- c) Separate this side of the graphic from the liner and remove this section of the liner by cutting it with a snitty, scissors or razor knife. The snitty is an enclosed cutter to prevent you from accidentally cutting your film. Use the knife at an angle to make avoid cutting into the wall surface or the graphic.



- d) Apply the upper portion of the graphic first. Hold the top edge of the graphic smooth and taut away from the application surface with one hand and squeegee horizontally from the center towards the outer edges. The first squeegee stroke should be just above the hinge where the adhesive has been exposed. Continue squeegeeing, using firm overlapping strokes from the center out, working away from the starting point. .



- e) Once the upper portion is applied remove the hinge so that the lower portion of the graphic can be applied.



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- f) Reach behind the graphic and carefully pull the liner back several inches to expose the adhesive.



- g) Hold the bottom edge of the graphic smooth and taut, away from the application surface with one hand and squeegee horizontally from the center towards the outer edges. Continue squeegeeing, using firm overlapping strokes from the center out, working away from the starting point. Pull the liner back as necessary.



- h) Re-squeegee the entire graphic using very firm squeegee pressure, including all edges. Puncture any air bubbles with a straight pin and re-squeegee from the edge of the bubble towards the puncture.

9.5.2 Application of Large Horizontal Panels

The process for applying a large horizontal panel is similar to applying a horizontal panel in that it is necessary to apply the graphic in sections. The hinge on this type of panel is vertical instead of horizontal.

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- **Center Hinge**

a) Measure and position the graphic using masking tape to hold it in place. It is a good idea to mark the position of the panel in case the graphic comes loose. Wherever possible make sure the graphic is completely smooth and taut.



b) Place a horizontal strip of tape at or near the center of the graphic.



c) Choose which of the graphic you would like to apply first (left or right). Separate this side of the graphic from the liner and remove this section of the liner by cutting it with a snitty, scissors or razor knife. The snitty is an enclosed cutter to prevent you from accidentally cutting your film.



d) Hold the edge of the graphic smooth and taut away from the application surface with one hand and squeegee horizontally from the center towards the outer edges. The first squeegee stroke should be next to the hinge where the adhesive has been exposed. Continue squeegeeing, using firm overlapping strokes from the center out, working away from the starting point. .



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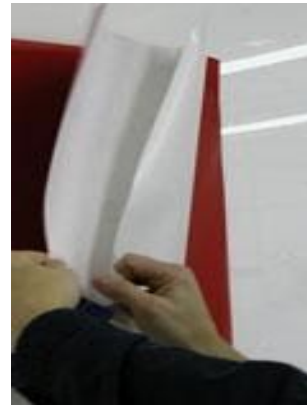
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e) Once the first side is applied remove the hinge so that the opposite side can be applied.



f) Reach behind the graphic and carefully pull the liner back several inches to expose the adhesive.



g) Hold the bottom edge of the graphic smooth and taut, away from the application surface with one hand and squeegee horizontally from the center towards the outer edges. Continue squeegeeing, using firm overlapping strokes from the center out, working away from the starting point. Pull the liner back as necessary.



h) Re-squeegee the entire graphic using very firm squeegee pressure, including all edges. Puncture any air bubbles with a straight pin and re-squeegee from the edge of the bubble towards the puncture.

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- **Side Hinge**

a) Measure and position the graphic using masking tape to hold it in place. It is a good idea to mark the position of the panel in case the graphic comes loose. Wherever possible make sure the graphic is completely smooth and taut.



b) Reach behind the graphic and carefully pull the liner back several inches to expose the adhesive.



c) The tape will help to hold the graphic smooth and taut, away from the application surface, however it is helpful to use one hand to help keep tension on the film. With the other hand squeegee vertically from the center towards the outer edges. Continue squeegeeing, using firm overlapping strokes from the center out, working away from the starting point. Pull the liner back as necessary.



d) Re-squeegee the entire graphic using very firm squeegee pressure, including all edges. Puncture any air bubbles with a straight pin and re-squeegee from the edge of the bubble towards the puncture.

9.5.2 Application to Moderately Textured Surfaces

- Using one of the methods described above position and apply graphic panels onto the wall.
- While heating the surface with a heat gun to approximately 120-150 degrees follow with a foam roll to push the film into the texture of the wall.
- Use overlapping strokes of the foam roll. Speed will vary based on environmental conditions. If film is not conforming to the surface try to work a smaller area.

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- A video demonstration “[Avery Dennison MPI 1405 PVC-Free Wrapping Film](#)” is on the Avery Dennison YouTube page.

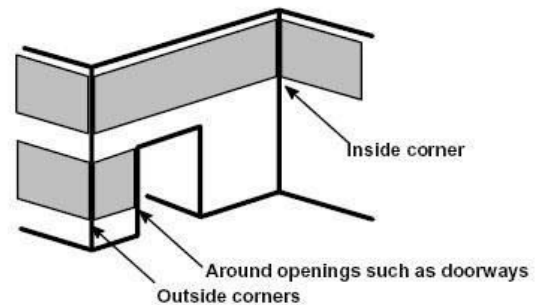


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10.0 Trimming Requirements

- Areas of the graphic around doors, openings, outside and inside corners of walls, and high traffic areas are susceptible to damage. To reduce the risk of damage and lifting of the graphic, it is important to trim the graphic 1/8" to 1/4" from the edge of the graphic.
- After application and trimming it is necessary to brush the edges with a rivet brush to ensure good adhesion of the graphic edges.



11.0 Professional Application Services

The above information provides basic information on how to apply pressure-sensitive graphics. The instructions are designed to help ensure success across a broad range of applications. Depending on the size and complexity of applications, a certain amount of expertise is needed.

The larger and more complicated the graphic the greater the need for an experienced installer. An amateur installer should have no problem installing smaller poster-sized graphics, however the larger multi-panel graphics should be left to an experienced applicator.

Professional applicators can be hired to ensure proper application of finished graphics. When mounting graphics in remote geographic areas, professional applicators can offer the added benefit of local service. Consider hiring a professional whenever the application requires:

- multiple panels to be registered
- harsh environmental conditions (i.e. outdoor applications in high heat climates)
- remote geographic locations

For information on member applicators and services visit the PDAA web site at www.pdaa.com.

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12.0 Graphic Removal

Avery Dennison Graphics does not warrant damage to the interior wall surface caused by removing film, even if a removable adhesive was used. Removing a graphic can cause damage to the wall. This is especially true if a permanent adhesive is used. Due to the variety of wall surfaces Avery Dennison Graphics cannot guarantee damage free removal. The amount of damage can be reduced or eliminated by following the inspection, cleaning and preparation guidelines provided at the beginning of this bulletin.

12.1 Removable Films

Removable adhesives are designed to make the film removal clean and easy within a warranted period. The removability of a film may vary depending on the substrate and how it was prepared. Reference sections 12.3 & 12.4 of this document for notes and tips on removing graphics.

12.2 Permanent Films

Permanent adhesives are designed to provide optimum adhesion to a variety of substrates. They are generally difficult to remove and may cause damage to some wall surfaces. Films with permanent adhesives are a good choice for textured wall surfaces.

12.3 Removal Notes

- **For best results remove slowly.**
- Most graphics are easier to remove from a textured surface than a smooth surface since there is less adhesive contact.
- Not all films are designed to be removable, and no Avery Dennison graphic film is warranted for removal when directly applied to interior walls.
- Clean removal from any painted wallboard may not be possible, even when using a removable film. If the bond of the film to the paint is greater than the bond of the paint to the wallboard, the paint and possibly the paper covering on the wallboard could be damaged during graphic removal.
- Moisture that has penetrated the wallboard will destroy the painted surface when graphics are removed. Remember that, especially in remodeling jobs, wallboard may have been placed over windows, cooling pipes, etc., that may produce moisture that is transferred to the wallboard.

12.4 Removal Tips

- Start at the top of the graphic and pull it away from the wall at a 120-180 degree angle.
- Do NOT use chemicals for interior wall graphic removals.
- Heat may be used if the substrate is not wallboard.
- If the substrate appears stained after graphic removal, it is usually caused by poor quality paint, exposure to heat and light, migrating particles in the paint, and adhesive residue.
- To make removal easier graphics can be cut into 12-24" strips. Take care not to cut the surface underneath.

13.0 Graphic Repair

If the wrong film is used, the substrate is improperly prepared or the edges were not properly finished during application the edges of the graphic may lift. If this occurs there are options for reattaching the lifted edges to extend the life of the graphic and improve appearance.

[Note that these "fixes" are aggressive and may damage the application surface.](#)

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- OPTION 1: Apply a strip of two-sided adhesive (the double sided tape for making banners will work well) to the backside of the graphic, as close to the edge as possible without having a reveal of the tape on the graphic print side. Re-apply using a rivet brush.
- OPTION 2: Use mechanical fasteners such as staples.

Revisions have been italicized.

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