

WALL *Appeals*

Installation Instructions

Please read these instructions all the way through before starting your application.

The surface must be clean, and free of all oils, waxes and dirt. We recommend not installing a Wall Appeal to a wall that has been painted within the last 30 days.

Wall Appeals come in three layers. The top layer is the Transfer Tape. This goes over the middle layer, the actual Wall Appeal. Our tape is designed to allow you to install the Wall Appeal while leaving your wall undamaged. The bottom layer is a Backing Paper treated with a releasing agent.

Application

You will need the inclosed squeegee, a pair of scissors or similar cutting tool, and a needle (to remove any air bubbles).

Try to apply the Wall Appeal at room temperature (55 to 75 degrees) or above. The warmer it is, the better the process works, but try to avoid direct sunlight.

Without removing the paper backing, position your Wall Appeal exactly where you want it. Once it is in position, place a piece of tape across the center to hold the Wall Appeal in place. The tape will allow you to peel off one side of the backing while the Wall Appeal stays in place.

Lift up the first side of the Wall Appeal and pull the backing off SLOWLY until you near the center where your tape is holding your piece in place. Cut the now empty backing paper away from the Wall Appeal and slowly smooth the first half down with the card or squeegee. Then, remove the tape in the center (the applied portion of the Wall Appeal now acts as the tape) and peel back the other side and remove the rest of the backing paper. SLOWLY use the card or squeegee to smooth down the second half of your Wall Appeal.

If the Wall Appeal does not want to release from the backing paper, remove the piece from the wall and rub the back of the transfer paper with your card or squeegee.

Before you peel back the transfer tape, rub down the transfer tape to make sure the vinyl has adhered to the surface. SLOWLY peel back the tape and watch any small letters and corners, to make sure they are well adhered to your surface, and not on the transfer tape.

Remember, patience is the key here. Do not rush. Once the transfer tape is removed, take your fingers and rub gently over your Wall Appeal's corners and points to make sure they are secured firmly to the wall. If you have any air bubble, use the needle and create a small hole for the air to escape. Working the air to the small hole by pressing around the bubble. The bubbles may disappear after a day or two.

REMEMBER: Once the Wall Appeal is installed, it cannot be adjusted easily again. Patience is the key.