

Installation Guide

HANGING INSTRUCTIONS FOR MAGNOLIA HOME BY JOANNA GAINES COMMERCIAL WALLCOVERINGS KEYSTONE WALLCOVERING

IMPORTANT:

If at any time during the installation a discrepancy is discovered, STOP, contact your distributor or dealer before proceeding.

Before cutting, examine goods to make certain pattern color is satisfactory and as ordered.

Cut panels and headers in roll number sequence, making sure that run numbers are broken at INSIDE corners only. 54" wide WALLCOVERING MUST BE INSTALLED IN SEQUENTIAL ORDER. Each bolt has a bolt/roll number. Begin hanging the highest numbered bolt and work down in sequence.

Install all wallcovering under adequate lighting and heated conditions that will exist when the space is occupied.

CAUTION: USE HEAVY DUTY CLEAR PREMIXED ADHESIVE. DO NOT DILUTE THE ADHESIVE. The qualities that make nonwoven wallcoverings permeable, also contribute to its absorbency. Excessively thin adhesive will be absorbed by the product and could cause discoloration and adhesion failure.

SURFACE PREPARATION:

Remove old wallcovering completely and remove remaining adhesive with a good quality adhesive remover. Then rinse wall and allow to dry. Prime wall with a heavy duty, acrylic/latex wallcovering primer.

Plaster and masonry wall surfaces should not exceed 5.5% moisture as measured by a moisture meter. Do not install a wallcovering unless a temperature above 55 degrees is maintained in both areas of installation and storage for three days before and three days after the installation. If there are any questions concerning the surface to be covered, a test installation of at least three strips applied three days in advance of the main installation is recommended.

APPLICATION FOR NONWOVEN COMMERCIAL WIDTH WALLCOVERING:

1. This wallcovering requires the use of a heavy duty, clear commercial adhesive. **DO NOT DILUTE THE ADHESIVE**
2. Apply the recommended adhesive to the back of the first strip using a paste brush or paint roller. Fold or "book" each end toward the middle, pasted sides together, aligning the edges carefully so they do not dry out. Caution: Do not crease the wallcovering. Allow to "relax" or book for 5 minutes (booking).
3. Hang the first strip parallel to a plumb line.
4. This wallcovering is designed as a straight match with a 8.42" repeat. The "knots" in the pattern match horizontally, reference [Figure 1](#). Overlap each successive strip and position it to maintain the match of the pattern. Using a sharp razor knife cut through the overlapped area and remove the trimmed excess. Smooth the edges back to the wall for a perfect seam. This material, in a 54" width, is designed to be overlapped and double-cut, not butted! Do not reverse the strips.



Figure 1, Knot to match on wall

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5. After three strips are installed, inspect the wallcovering. If the pattern effect is not acceptable, or if there is variation in the color, discontinue hanging and contact the dealer or distributor immediately. The manufacturer will not be responsible for labor beyond three strips. Defective material will be replaced.

WARRANTY:

This wallcovering is covered by the manufacturer's limited 5 year warranty. We cannot accept responsibility for claims if the above instructions are not followed, nor are we liable for labor and associated cost beyond three strips, over and above the cost for replacement material.

CLEANING OF WALLCOVERING:

Stains and paste on the surface should be removed as quickly as possible to eliminate any possible reaction between the staining agent and the wallcovering. Ordinary dirt and smudges can be removed with a mild soap and warm water. Clean from the bottom of the wall upward to protect the baseboard and to prevent streaking. Use clean water and a sponge to remove detergent residue. Caution: heavy saturation of the sheet could cause reactivation of the paste, thereby loosening the sheet and possibly causing discoloration. Blot wallcovering dry with a soft, lint free towel. For more difficult stains, use of a stronger detergent is recommended. Try an inconspicuous spot first before attempting the entire wall. Not recommended for cleaning are steel wool or powdered abrasive cleaners. Do not use active solvent-type cleaning preparations, such as nail polish remover, tar and bug removers, or liquid cleaners with high alcohol content.