

Installation Guide

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

Congratulations on your purchase of one of our beautiful Natural Wallcoverings. Being a natural product that is handcrafted, special care is required when handling and installing this item. It is also a unique attribute with this natural product to have slight color, texture or sheen variations that will create different shades from roll to roll and also within a roll, which can result in a paneling effect when hung. This is not a product defect. For best results, it is recommended that this wallcovering be installed by a professional wallcovering installer.

*** DO NOT CUT THIS MATERIAL UNTIL YOU HAVE READ THE FOLLOWING INSTRUCTIONS ***

INSPECTION

Though your wallcovering has been thoroughly inspected, it is important to examine your wallcovering for proper color before cutting and hanging. Ensure that all rolls have the same item & run number and are in good condition. Avoid any creasing during handling and installation. Avoid any high moisture areas or prolonged direct exposure to sunlight. As part of the inherent beauty, the color of some natural products may change slightly as they age.

SURFACE PREPARATION

For best results, clean and properly prepare all wall surfaces. Old wallcovering and paste residue should be removed. Walls must be clean, dry and smooth. Prepare surface with a premixed universal wallcovering primer. The primer should be tinted to the same color as the background color of your wallcovering to help hide seams.

NOTE: Install (3) strips, stop and inspect the installation. If the installation is not satisfactory *by the customer*, stop hanging and call your retailer for assistance. In the event of any issue, please quote the item and run number that is on the roll label.

ADHESIVE

Use a Heavy Duty Clay Based Wallcovering Adhesive. DO NOT dilute. Additional moisture can cause delamination of the surface paper from the backing.

CAUTION: *Extra care must be taken to NOT allow any adhesive or water to get on the wallcovering surface. Any paste or liquid on the surface will cause staining or discoloration to the product and CANNOT be repaired.*

PASTING and HANGING

1. Draw a vertical line from ceiling to floor by using a plumb line or straight edge with level. This will be your guide for positioning one edge of the first strip.
2. Cut wallcovering strip to fit wall height, allowing a couple of extra inches at the top and bottom for trimming. Trim with a very sharp razor knife and change the blade after each cut to avoid any tearing or pulling of the material.
3. Carefully apply an even coat of adhesive to the back of the wallcovering, working from the center to the edges and loosely fold (do not crease) the moistened strip toward the middle, pasted sides together and set aside for 3 minutes. This technique is called booking. After "booking" for 3 minutes carry the strip to the wall and unfold the top half. Align the edge of your first strip with the level vertical line from Step #1. Reposition or slide the strip as needed. Unfold the bottom half of the strip and lay the paper onto the wall. Set into place with a soft bristle smoothing brush. Carefully smooth out all air pockets and wrinkles.
4. INSTALLATION OF SUBSEQUENT STRIPS
 - a. Design permitting you can butt the factory trimmed edges together at the seam.
 - b. To minimize finished seams or in some cases to hang the design properly it is recommended to overlap and double cut. Apply painter's tape to the leading edge of your strip and then overlap with your next strip and double cut your seam through the middle of the overlap area. After cutting, remove the tape and both small strips of trimmed material, being careful not to get any paste on the surface.

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5. A neoprene seam roller can be used to set your seams. Avoid using too much pressure that could damage the surface or squeeze paste from the seam onto the surface. Clean and dry hands & tools regularly to avoid any paste or water from getting on the surface. Wrapping inside and outside corners is recommended.

If accidentally a tiny amount of paste has gotten on the front of the product-immediately blot it with a dry, white cloth, taking care not to smear the paste around in a bigger area. NEVER wipe a natural wallcovering with a wet sponge or towel.

6. Trim excess material at the floor and ceiling with a straight edge and sharp razor knife. Change the blade after each cut.

7. Repeat the process for each subsequent strip.

CLEANING

CAUTION: This is **NOT** a washable wallcovering. Do not wipe with a cloth or use any cleaning agent. Wallcovering should only be cleaned by carefully using the soft brush attachment of a vacuum.