

Installation Guidelines for **ECO-ALCHEMY**

WARNING:

DO NOT CUT OR INSTALL THIS MATERIAL UNTIL YOU HAVE READ THESE INSTRUCTIONS.
SHOULD A DISCREPANCY OCCUR, CONTACT INNOVATIONS CUSTOMER SERVICE IMMEDIATELY.

Important Notes Prior to Installation

- Examine your order and corresponding packing list to ensure that you have received the correct product. Please check material for defects prior to installation. **Product claims will not be considered on cut or installed material after (3) three panels have been hung.**
- **There are often slight irregularities in the natural fibers of ECO-ALCHEMY. This variation is a natural characteristic of this item and it is not considered a defect. Seams may be obvious upon installation.**
- **ECO-ALCHEMY naturally exhibits a paneling effect. Color variation from panel to panel is considered normal.**

Wall Preparation

- Proper surface prep is key. We recommend hanging product on new sheetrock.
- If new sheetrock is not available, walls must be mirror smooth and free of flaking paint and old adhesive.
- Monitor wall moisture levels. A wall that is not properly prepared or that has too much moisture content may not be conducive to proper adhesion.
- Apply an **acrylic or latex primer/size that is made specifically for wallcovering.**

Important Notes for Application

- We recommend a **heavy duty pre-mixed, clear, non-strippable water-based adhesive** to be used. **Do not dilute the adhesive.**
- Apply paste with roller to ensure even application, taking care not to get adhesive on surface. **Do not use a pasting machine and avoid excessive soaking of material.**
- **Installation location must be climate controlled. Booking time will vary depending on temperature, climate and product backing.**

Hanging and Trimming of Materials

- **ECO-ALCHEMY is intended to be overlapped and double cut on the wall using a fresh blade and straight edge for each cut.**
- **Reverse hanging is recommended for ECO-ALCHEMY in order to minimize shading.**
- Hang ECO-ALCHEMY in sequence as cut from bolt. Paste and hang one strip at a time.
- **ECO-ALCHEMY naturally exhibits a paneling effect. Color variation from panel to panel is considered normal.**
- All seams should be taped using only low adhesive tape (safe release tape), such as 3M Blue tape. This is to keep the seam surface clean when overlapping and/or butting materials.
- **Use soft bristle brush and wooden or padded roller to carefully apply wallcovering to wall. Do not use a metal knife or stiff sweep.** Avoid over working seams to prevent damage to edges.
- ECO-ALCHEMY can be wrapped around a corner. Materials will soften once adhesive is applied to back of paper. When wrapping an external corner, be sure to wrap corner by at least 6".