



Scenic Expressions Oxford

Wall Preparation, Installation, Cleaning & Removal

Wall Preparation

Scenic Expressions Oxford has been developed for use as a non-permanent, printed graphics wall covering for most types of painted interior walls and has been engineered for easy installation and removal. Below are instructions for preparing walls for proper adhesion and removal at a later date.

General Wall Preparations

- The wall surface must be smooth and clean prior to installation.
- Clean all walls with either a 50/50 mix of Isopropyl alcohol & warm water or a mix of warm water and mild soap prior to installation.
- Clean the entire wall area, including corners where the graphics will be installed. Ordinary dirt or smudges can be removed with mild soap, and cleaning is recommended from the bottom of the wall moving upward.
- Perform a final rinse from top to bottom using clean water before proceeding.
- DO NOT USE harsh chemicals when cleaning and prepping walls.
- If moisture is present, identify and remedy the source of the moisture.
- It is essential that all walls be dry before installation and this needs to be verified before proceeding. Wall moisture content should not exceed 4%.
- Any mold or mildew must also be removed and cleaned.
- Excess soiling from materials such as chewing gum, crayons or other debris should be carefully removed from the wall surface prior to cleaning and prepping walls.

Painted Wall Preparation

- Walls are to be prepared in advance with paint. *Flat, Semi-Gloss and Gloss paints* are recommended to provide the best surface.
- Allow at least 30 days for newly painted walls to dry prior to graphics installation. Adhesive failure can occur if the paint is still outgassing/curing.
- It is recommended waiting an additional 72 hours prior to installation on walls newly painted with Low VOC paints, which can take longer to cure.
- To be safe, consult with paint manufacturers for correct paint cure times before applying.
- Scenic Expressions Oxford has not been designed for application to specially coated, sealed or treated walls and will not work on brass or bronze surfaces. It will also not



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adhere properly to textured surfaces, cinder blocks, brick or any surface that is jagged or rough.

- It is crucial that all drywall has been properly primed and painted or repainted prior to installation to minimize the potential for this product's adhesive to stick to the wall during removal or repositioning.
- Uncured paint or primer can also result in poor adhesion as well as adhesion failure and can cause the product to peel at the edges.

Installation

General installation steps are listed below. Please follow these steps carefully to ensure a successful installation. It is up to the installer to decide which type of splice is used. We strongly recommend testing the wall surface first by applying a small sample and observing it for several days to insure there are no problems.

- Depending on the size of the graphic, it is recommended that two installers be used.
- If the wall cover has been printed with solvent inks, make sure the ink has completely evaporated and has fully cured prior to application. Failure to comply may lead to solvent penetration and product failure.
- When installing, do not allow adhesive surfaces to come in contact and take care to not let the product fold against itself. If this occurs, be very careful separating the wall covering from itself to prevent damaging the adhesive surfaces.
- Scenic Expressions Oxford is a dimensionally stable, 100% woven polyester fabric wall covering, which allows sections to be butt spliced without worrying about shrinkage.
- When applying graphics, start at the top of the image and pull the protective back liner down approximately four to six inches. Then apply four to six inches of the exposed adhesive area to the selected location on the wall. It can be repositioned many times.
- Once you square the wall covering with the wall, continue to slowly pull the liner down in four to six inch increments, smoothing the wall graphics as you go. *It can be helpful if one person pulls down the liner, while the other installer smooths out the graphic.*
- If there are any bubbles or wrinkles, light pressure can be used to smooth out the wall graphic. You can also simply peel back and re-apply.
- Scenic Expressions Oxford is a Type 2 Durable wall covering product approved for use in hospitals, hotels and other commercial/public settings. That said, if additional abrasion resistance is desired, a liquid laminate can be used to further enhance longevity.
- NOTE: The most common cause of bubbles during installation is that the wall was painted within the last 30 days and the paint is still curing. A cleaning chemical used prior to installation can also cause bubbles.



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Cleaning Care and Removal

How to Clean

Always start with a spot test on a small area to make sure cleaning will not damage the printed surface of your Scenic Expressions Oxford wall covering.

- Clean with warm water, and always clean gently to prevent damaging the image and wall covering.
- For more stubborn stains, use warm water and light detergents. But once again, clean gently and carefully to prevent damaging the image and wall covering surface.

How to Remove

Your Scenic Expressions Oxford wall covering can be positioned and re-applied several times as long as the adhesive surface has not been contaminated by dirt, dust, fingerprints etc.

- Removal of wall graphics should be done at a 180 degree angle while pulling the wall covering slowly against itself.
- Be careful during this process to avoid self-adhesion.
- A clean removal is possible for up to 12 months after installation under normal internal exposure conditions.
- After 12 months there is a possibility of some adhesive material remaining on the wall during removal.
- Removal can be impacted by a number of other variables including irregularities in the wall surface, underlying sealers and paints and other environmental conditions.
- Aurora does not accept claims for removal failures. It is the user's obligation to test and verify suitability prior to installation

Shelf Life & Storage Conditions

- Product shelf life is one year when stored at 70°F and 50% relative humidity
- Recommended graphic application range is +40°F - +200*