

Unique Effects 2

Newsprint

Installation & Care Instructions

Inspection of Material

This wallcovering is pre-trimmed. Please verify the contents of your carton(s) to confirm the pattern, color and quantity are as ordered. Make sure you have the same run or can use the multiple runs as authorized by changing runs only at inside corner break points. Review the material for color and consistency, knowing that this is a product made with newspaper and, while we strive to have as much uniformity as possible, color and pattern variations are to be expected and accepted.

Both the unwrapped wallcovering and the adhesive selection must acclimate for 48 hours to stabilize and arrive at the site temperature and humidity. Install between 55 degrees and 90 degrees F. Relative humidity should be 35-60%.

Surface Preparation

Ensure surfaces are dust free, smooth, dry, firm and uniformly colored and primed. Do not install over non-porous surfaces. Previously painted walls may be wiped down with Tri Sodium Phosphate to remove any grease or oil. Glossy paint should be dulled by sanding. Never install these materials over new plaster or un-primed walls. It is best to prime all surfaces with an appropriate high quality pigmented acrylic wallcovering primer. All surfaces to be installed should be tested by the installer to determine suitable adherence of existing coatings.

Trimming

Before cutting and hanging, check color, condition, quantity, and quality. Be certain pattern and color are as ordered. Be sure that there is sufficient material to complete the job. No allowances will be given for cut material. Should you have any questions, contact your MDC representative or customer care (800)621-4006 before proceeding. Even though great care has been taken in the production of this wallcovering, natural variations in color are to be anticipated.

Newsprint wallcoverings are usually table cut into sheets with horizontal cuts made between the rows of newsprint. Take care to trim accurately to minimize loose threading. Anticipate that your top of sheet will be this cut edge. At baseboard or other random cuts, secure any loose threading by application of a clear/white glue stick. Smooth and secure all threads.

Application of the Material to the Surface

1. The wall should be properly primed with Roman UltraPrime PRO-977. You must use a heavy-duty premixed clay adhesive (i.e. Roman PRO-732 or PRO-774). Do not dilute. Using another type of adhesive will be solely at the risk of the installer.
2. Best practice is to shuffle rolls to maximize the consistency of the appearance. You should expect color and shade variations to be present as each roll uses a distinct section of newsprint. The installer should work to minimize the inherent variations prior to cutting the rolls and then by shuffling sheets appropriately prior to installation.
3. Apply an even coat of adhesive to the back of the material. Make sure the adhesive is spread out evenly over the entire surface to ensure good adhesion to the wall. Loosely book the material and allow the adhesive to set for 15 minutes before applying wallcovering. Never allow the adhesive to get on the face of the material. As this is a textured wallcovering, removal of adhesive will require great care and is therefore best if you prevent it by being careful. Work clean and be consistent.
4. Straight hang – do not reverse strips. Hang only 1-2 strips at a time, carefully abutting the sides. Carefully smooth material with a plastic or brush smoothing tool to eliminate air bubbles and ensure full adhesion.
5. Immediately wipe off any excess adhesive on all edges of the wallcovering by using dry sponge or clean cloth. Use a single wiping motion.

Evaluation of the Material

After three sheets/strips, evaluate for appearance and consistency. Seek approval from site parties to allow you to continue. If any concerns are noted, inform your local MDC sales representative or MDC Customer Care immediately at 800-621-4006 or contact your local rep. If, at any time during the installation, a discrepancy occurs, stop and contact the designer or MDC before proceeding to install any additional material. The manufacturer is NOT responsible for any claims which involve material beyond three sheets/strips.

Special Note

Unique Effects Newsprint wallcoverings are manufactured to the highest quality standards possible. However, it should be noted that some items by their nature, require care in handling and installing so as to provide an acceptable wall finish.

This product should not be used in areas with a high moisture content, moisture exposure or prolonged direct exposure to sunlight.

Maintenance

Use only a clean dry white cloth with a single wiping motion to maintain cleanliness of the Newsprint wallcovering. Do not use wet cloth or cleaning agent as this will react with the product and may affect the color and appearance. As Newsprint wallcovering is made of natural material, slight discoloration may occur due to aging.