

Thank you for choosing Imagination Design Studios!

We greatly appreciate that you chose IDS to design and create your wall graphics. You have made an excellent choice, and the IDS team is confident that our product will not only meet your expectations, but will exceed them. Your wall murals have been custom designed and manufactured using the finest quality products in the industry. We want you to be satisfied with the quality and durability of your wall graphics for years to come, so we have prepared this bulletin to aid you in the wall preparation process. Please share the following information with your contractor(s).

One of the most important aspects of mural installation is the surface on which it will be installed. The ideal paint for wall graphic application is semi-gloss latex. It is important to know that certain latex paints that come with stain/mildew resistant additives are not ideal, and their use should be avoided. They can cause adhesion failures between the wall graphic and the substrate. It is also important that the latex paint chosen does not contain silicone, Teflon, or any anti-graffiti additives. These restrictions are set by the manufacturer, and IDS highly recommends that they are followed.

The following page contains a simplified set of instructions to prepare the wall for the wall graphic application. IDS urges strong communication between you, the client; the contractor, and our installation coordinator and sales team to ensure that everything is kept on schedule and to notify of any delays or issues that may affect the mural installation.



Wall Preparation for Self-Adhesive Graphics



1 Scheduling:

Walls must be finished and painted at least 3 weeks prior to mural installation.

2 Product Selection:

Select a non-texturized, water-based primer and semi-gloss paint. **3M recommends Kilz Premium Interior/Exterior Water-Based Primer and Sherwin-Williams ProClassic Acrylic Enamel Interior Paint with Semi-Gloss Finish.** Refer to figures 1 and 2.

3 Drywall Finishing:

A) Existing walls: Scrape and sand any peeling and chipped paint down to a smooth surface. Fill any gaps, holes, gouges, or other imperfections with drywall mud and sand until smooth. It is important that all **walls are in a “like-new” condition** before painting.

B) New walls: A **drywall finish level 4 or 5** is desired. All drywall mud must be sanded and fully dry before priming and painting.

4 Cleaning Walls

Use a damp, lint-free microfiber cloth to wipe the entire wall of all dust and/or particles. Pay special attention to the wall edges and corners. This will ensure a strong bond between the wall and the first coat of primer. This is the most critical coating layer, because it is the most common area of failure if it is not prepared properly.

5 Climate Controls:

A room-temperature (66 – 72 Degrees F) environment with low relative humidity is required for the mural installation. It is highly recommended that all climate controls, such as heating and air conditioning, be installed and functioning prior to painting. This ensures proper curing of the primer and paint.

6 Painting:

Apply two coats of primer and two coats of paint. Rollers with a short (¼”) nap are the preferred application method. If spraying, it is required to **apply a quality backroll**. Follow the paint manufacturer’s instructions for curing times. It is extremely important that all coats are cured before applying the next coat, to prevent adhesion failure after the mural is installed.

7 Construction:

All flooring, baseboards, window casings, and door casings must be installed before the wall graphic is installed. It is ideal to have the building construction complete prior to installing the mural. If this is not possible, ensure that all contractors working on site are aware the days that the mural installation is taking place. **The environment must be clean and dust-free** during the mural installation process.

Wall Preparation for Self-Adhesive Graphics



KILZ Premium Interior / Exterior Water-Based Primer
Manufacturer: Masterchem Industries LLC

Dry Time at 25°C (77°F), 50% RH:

- To Touch: 30 minutes
- To recoat/topcoat: 1 hour

Drying time on back of the can does not apply.

SEMI GLOSS

Figure 1: KILZ Premium Interior / Exterior Water-Based Primer



Sherwin-Williams ProClassic Acrylic Enamel Interior Paint
Manufacturer: Sherwin-Williams

Dry Time at 25°C (77°F), 50% RH:

- To Touch: 1 hour
- To recoat/topcoat: 4 hours

SEMI GLOSS

Figure 2: Sherwin-Williams ProClassic Acrylic Enamel Interior Paint

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