

# Opti-Rite Wall Covering Installation Instructions

(Non-Woven Materials requiring adhesive)

Opti-Rite® 1,2,3,4,5

**Preparation of goods:** Examine goods to assure that pattern, color, quantity, size and quality is as ordered.

**Preparation of Substrate:** Opti-Rite® can be installed over almost any properly prepared surface. **Surfaces to be covered must be clean, smooth, dry, uniform in color, and structurally sound.** Loose paint or other wall covering must be removed. Nail heads, nicks, gouges, and other surface imperfections should be sanded smooth and sealed. On new walls, dry wall joints should be taped, bedded, and sanded smooth. A high quality acrylic primer and or “size” must be used for proper installations and product performance. Sand any stipple or brush marks left from the primers.

**Glossy surfaces should either be sanded to dull the surface or an application of a professional vinyl prep can be applied.**

**Do not hang over ballpoint pen ink, wax crayon, ink markers, oil based stains, or any foreign matter that may bleed through.** It is suggested that a pencil be used to mark vinyl or wall as pencil marks do not bleed.

Walls should be checked with a suitable “moisture meter.” Moisture content should not exceed 4%. Remove any substrate mildew with a chlorine bleach solution, rinse, and allow to dry before installing. Wash greasy walls with an ammonia solution, rinse, and allow to dry before installing.

On a new wall, if future strip ability is desired; apply a **high quality acrylic wall covering primer** and a **heavy duty clay based strippable adhesive.** Some drywall joint compounds contrast with drywall paper surface, showing strong light and dark colored areas. Opti-Rite® wall covering may allow show through due to the limited amount of opacity. Should this situation occur, it is recommended to use a high quality white acrylic primer.

**Application of wall covering:** When installing vertically use a plum line. When installing horizontally use a level line. Horizontal installation is recommended. Although seams can be written over, it is suggested to keep them out of the primary writing and viewing areas, (30-85 inches from the floor for 60” material and 30-80 for 48” material.) Be sure to reverse every other strip regardless of vertical or horizontal installation method.

Cut strips a few inches longer than required to allow for trimming at sidewalls, ceilings, and baseboards. Apply a uniform coat of heavy duty clay based adhesive to the wall where each strip will be installed, overlap the edges at least 2”. Re-past any dry areas or if there is a delay in hanging.

Use a flexible wall covering smoother (wrapped in a clean soft cloth) to remove any air pockets or lumps; working toward the uncovered wall assuring complete adhesion to the wall. Smooth material on the wall from the middle to the outside edge. Lightly roll or press the seams down. **Warning smoothing with a hard edged tool or object will scratch the writing surface.**

Trim materials at the ceiling, baseboard, windows, and doors with a single edged razor (change razor blade often)

Overlapping and double cutting is highly recommended to ensure neat and tight seams.

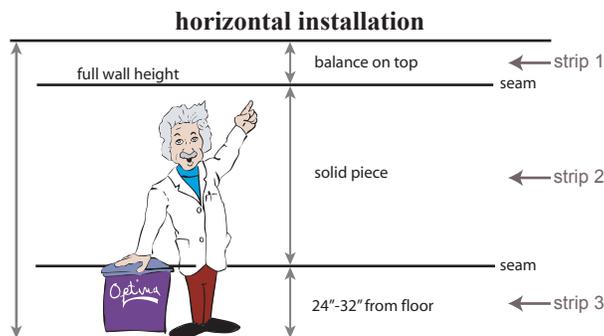
- 1) **Do not attempt to match a pasted strip of wall covering to one that is not pasted.**
- 2) **Vertical joints should not occur less than 6” from the outside and inside corners.**
- 3) **Do not stretch the material to butt seams-slide the entire strip for proper fitting.**
- 4) **Do not use metal or sharp objects on the surface when installing materials.**
- 5) **Do not install wall covering unless the temperature in the working and storage areas are at least 55°F.**
- 6) **Be careful not to crease or bend material when handling.**
- 7) **Do not puncture air bubbles under the surface.**
- 8) **If the strip goes up unevenly, peel it off and reinstall before adhesive dries**
- 9) **Do not score drywall or plaster when double cutting.**

**Extreme care should be exercised when trimming Opti-Rite® around electrical outlets.** Cut clear around all electrical openings so adequate clearance is allowed between material and electrical wiring and boxes. Turn off electricity when working around electrical outlets.

**Magnetic Opti-Rite® versions can act as a conductor of electricity due to the ferrous content!** Do not allow this material to come into contact with any exposed wires.

**Clean up:** Be sure to remove all excess adhesive immediately using a natural sponge and a warm mild soap solution. Do not use abrasive cleaners. Rinse thoroughly with water and dry with a clean towel. Change rinse water frequently. A professional vinyl cleaner / wallpaper remover should be used where the adhesive has dried. **Additionally, the surface must be washed prior to first use with a solution of 50/50% water/alcohol, or else erasability will be affected!**

**Important:** If you have any question about the material, stop working and notify us. Recommended wall covering adhesive products have been specially developed for use in these applications. We are not responsible for the appearance and performance of wall covering not applied according to these instructions.



**OptiMA Inc.**

20 Gale St.  
Northborough, MA 01532  
Phone: 866-366-1500 (Toll free)  
Fax: 508-393-6688

Updated  
10/09/09