

Metamark MD-WA 'WallArt'

DécorMark Wall Covering

Product Description

Metamark 'WallArt' offers an ideal solution for printable wall coverings, including retail and leisure, exhibition and home décor applications, enhancing the opportunities available for wall décor. The textured weave finish provides an attractive appearance without lamination, and gives a highly vibrant print image, retaining greater intensity of the colours compared to traditional textile or paper based products. It has a high level of opacity, and makes for no show-through on overlap joins. The self-adhesive 150 micron PVC film with permanent MetaScape® air release adhesive allows for clean, easy handling and is printable with Solvent, Eco Solvent, Latex and UV printers.

Features and Benefits

- One Part System, no need for lamination.
- Anti-Scuff, abrasion resistant.
- High opacity film for no show-through.
- MetaStream Ready™.
- Low reflection textured finish.
- For Solvent, Eco Solvent, Latex and UV printing.

Face Film		Finishes		
Face Film	Polymeric Calendered PVC	Finishes Available	MD-WA-01	Artisan
Gauge (ISO 2286-3)	150 micron nominal		MD-WA-02	Sandtex
Tensile Strength	2500psi MD / 2000psi TD nom*	Roll Presentation		
Elongation at break	MD 70% / TD 130%*ASTM D882/B	Roll Widths	0.76m / 1.37m / 1.52m	
Adhesive		Roll Lengths	15m / 30m	
Type	MetaScape® permanent solvent-based acrylic with air channels.	Durability		
Perceived tack	High	Shelf Life	2 years. (10-20°C and 50% R.H).	
Adhesion to glass 20 mins	17N/25mm nominal	External weathering	7 years (Unprinted). Northern European conditions, vertical. Refer to full Metamark International durability guide.	
Adhesion to glass 24 hour	22N/25mm nominal	Fire Rating	C-s1-d0 in accordance with BS EN 13823 (SBI): 2010 and EN 11925-2	
Application temperature	+10°C to +40°C	Chemical Resistance	The unprinted film is resistant to mineral oils, fats and fuels, aliphatic solvents, mild acids, salt and alkali for e.g. diesel oil gasoline, paraffin, hydraulic oil, ant-freeze, soap suds, etc.	
Service temperature	-30°C to +110°C	Regulations	REACH and RoHS Compliant.	
Release Liner				
Print	MetaScape print			
Weight	140 gsm nominal			
Type	Structured Layflat kraft with PE coating			

Printing and Handling

- Always perform a test print first.
- Ensure that the correct profiles and heater settings are used.
- Refer to www.metamark.co.uk.
- Ensure that the material has reached room temperature and a relative humidity of 50% before printing.
- For use without lamination.

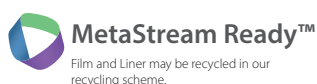
- Ensure the surface is clean from contamination, dust free, and dry before applying graphics.
- Apply using a dry application method.
- Testing for suitability is recommended prior to applications.
- Edges and overlaps should be applied with heat and a roller.

Application

- Allow a minimum of 24-48 hours for the solvents to dry off before application of the overlaminates, or to the vehicle, depending on the print and drying conditions this can often be in excess of 48 hours. Retained solvents will reduce adhesion levels.

Notes

- Due to the variability of walls it is vital to assess the suitability, and surface preparation needed. It is suitable for smooth walls.
- No liability is given for damage to painted surfaces as the bond between the paint and the wall is out of our control.
- The user should determine suitability of substrate.



MetaSure® Warranty

Metamark (UK) Limited warrants to its customers that graphics produced using Metamark Media and Overlaminates will remain in good condition without excessive fading or colour degradation for the specified life time of the ink used, when correctly stored, printed and applied in accordance with procedures outlined in the technical literature. If within the specified years of normal use Metamark Media and Overlaminates becomes ineffective for its intended use, then Metamark will provide sufficient material to produce a new replacement marking, and will at its own discretion, contribute an allowance in additional material towards the costs involved in replacing the graphics. In all cases, the converter is held fully responsible for storing, processing and applying the unconverted materials in accordance with Metamark's technical specifications. Metamark (UK) Limited will not be liable for any indirect or consequential loss or damage, and will not provide any allowance against improper usage, application accident, negligence, chemical damage or improper repair. The above data is given in good faith to provide an indication of the performance of the product. Purchasers should consider the suitability of each product for its intended use and the purchaser assumes all risks in connection with such use. Seller shall not be liable for damages in excess of the purchase price of the product nor for incidental nor consequential loss.

Metamark (UK) Limited

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DécorMark WallPapers allow bespoke printable wall decor with a choice of application method.

DécorMark Wallpaper Types

MD-W200 'Paste-the-wall' offers a cleaner application than traditional wallpapers and saves time when applying. As the paste can be applied directly to the wall, you don't need to soak the wallpaper, and the dry paper is easier to handle when applying.

MD-W300 'Pre-Pasted' also offers a cleaner application than traditional wallpapers and saves time when applying. The cut panels can be submerged in water which activates the paste allowing the paper to be applied directly. The special non-woven backing paper on each product doesn't expand when it gets wet so gives no shrinkage allowing a butt join without overlap.

1. Wall Preparation

- Remove imperfections and blemishes from the wall to achieve a smooth sound surface.
- Ensure that any filler or imperfections will be obscured by the opacity of the paper.
- Clean the surface with a sponge and warm water and then allow to dry.
- When applying to a newly plastered wall, or newly repaired wall, it is recommended to seal the walls in order to make sure all the moisture from the wallpaper paste isn't absorbed into the dry plaster.

2. Material Handling

- Ensure that the material has reached room temperature and a relative humidity of 50% before printing. Do not handle the face film directly before printing and ensure it is free from dust and static.

3. Printing Guidelines

- Ensure that the correct profiles and heater settings are used. Perform a test print first.
- When printing each panel, the best colour match will be achieved by alternating the orientation of each print to eliminate variance in colour across the printer width.
- Allow 24 hours after printing for the inks to fully dry. Take care with use of take up roller or stacking prints until fully cured.

4. Preparing the prints

- Non Woven Wallpaper offers no shrinkage so can be applied with a butt join and no overlap.
- Pre-cut the graphic before fitting to give a finished graphic size ensuring perfect straight edges.

5. Preparing the Application

- Use a plumb line to mark the vertical drop of the first panel.
- Then mark the width of the first drop.
- Use solvent-free non-woven wallpaper paste.
- Allow excess on top, bottom and corners.

6. Application with MD-W200 Paste-the-wall

- Apply the paste to the wall, one section at a time. Paste with a 25mm bleed, so that the next drop can be applied without risk of adhesive onto the previous drop.

7. Application with MD-W300 Pre-Pasted Wallpaper

- Get ready a water bath to soak the panels. Either use a tray to fit the roll into, or line the product box supplied with a polythene liner to create a watertight tray.
- Wet the backing by submerging the panels in water to activate the paste. When submerging, unwind the panels in the water to ensure activation of all the paste. Soak the panel for between 15-45 secs (45 secs max). Apply to the wall within 2 minutes. Change the water after every 6-7 drops.

8. Finishing the application

- Slide each panel to form a butt join with perfect registration of the graphic.
- Use a wallpaper brush to smooth down and to remove bubbles, so as not to mark the print.
- Use a damp cloth to remove any excess wallpaper paste from the media and surrounding surfaces.
- Trim the top, bottom and edges by running a blade down a tool or straight edge as a guide to track the wall.

9. Maintenance and Removal

- The graphic may be cleaned lightly with a damp non-abrasive soft sponge.



MetaSure Warranty

The DécorMark range of wallcoverings is covered by our MetaSure warranty programme.

For data sheet and full warranty details please visit:
www.metamark.co.uk/technical

For further technical support email technical@metamark.co.uk or call +44 (0)1483 571111

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DécorMark Self-adhesive Wall Coverings allow bespoke printable wall decor applied using a clean and dry process.

DécorMark pressure sensitive adhesive products are manufactured to high tolerances. In comparison, walls typically have highly variable surfaces, and can offer a low bond strength. Due to this variability in the wall it is vital to carefully assess the wall, with a site visit prior to planning the installation, priming the wall if necessary.

1. Assessing the walls

- Walls must not have moisture present.
- Texture will reduce bond strength.
- Most emulsion painted interior walls with smooth sealed non-porous finish allow successful application, however additives in the paint; paints with low latex and low VOC, all may drastically reduce the tack levels that can be achieved. Do not apply to 'easy clean' paints.
- Unless applying to a known, and tried and tested paint, it may not be possible to ensure successful application. For this reason, priming the wall is recommended.
- If there is any doubt, affix a trial sample to the wall for 24 hours to check adhesion.
- Freshly painted walls can emit moisture for up to 5 days, and new plaster for up to 4 weeks.

2. Wall Preparation

- Remove imperfections and blemishes from the paint finish before applying the primer.
- Clean the surface with a sponge and warm water and then allow to completely dry.

3. Priming the Wall

- While DécorMark products will apply to emulsion painted walls, priming the wall offers a number of benefits and is therefore a recommended practice.
- It removes uncertainty of the type of paint or finish.
- It allows repositioning, preventing contamination of the adhesive when lifting.
- It can control the moisture, and also cover up imperfections that could show through.
- It provides a higher bond strength overcoming the variability and texture of the wall.
- When priming, use water based eggshell or a proprietary wall primer. This offers a sealed surface without the dry time and odour issues associated with oil-based paints.
- Allow 48 hours for the primer to dry before fitting.

4. Material Handling

- Ensure that the material has reached room temperature and a relative humidity of 50% before printing. Do not handle the face film directly before printing and ensure it is free from dust and static.

5. Printing Guidelines

- Ensure that the correct profiles and heater settings are used. Perform a test print first.
- When printing each panel, alternate the orientation of each print so as to reduce the variance in colour across the printer width.
- Allow 24 hours after printing for outgassing, before overlaminating or application. Retained solvents reduce abrasion resistance of the ink and weaken adhesive strength, important on overlaps. Take care with use of take up roller or stacking prints until fully cured.

6. Preparing the prints

- All PVC and Polyester products will exhibit nominal shrinkage, so allow for an overlap of 10mm in the print.
- Pre-cut the graphic before fitting to give a finished graphic size including the overlap repetition.

7. Applying the prints

- Application is recommended between 10°C and 25°C.
- The surface must be clean, dry and free from condensation.
- Use a plumb line to mark the vertical drop.
- Align the graphic, using tape to fix in the final position.
- Start by fixing the top of the graphic and work down the wall. Use the hinge method to fit the graphic panel right first time.
- Repositionable products may be lifted and re applied only on sound sealed surfaces. Do not lift and reapply on surfaces with pigment powder residue on the surface where the adhesive will become easily contaminated.
- Use a felt squeegee so as not to mark the print.
- Ensure careful registration by not stretching the film.

8. Overlaps and splicing

- Apply with a 10mm overlap using light heat and a roller.
- Trim the top, bottom and edges with a knife while using a squeegee as a guide or rule to track the wall.
- When a spliced finish is preferred on WallTex, splice the graphic by running a blade through the two layers of overlap, before removing the excess. Nominal shrinkage of the media over time will create a gap so overlapping is a better method.

9. Maintenance and Removal

- The graphic may be cleaned lightly with a damp non-abrasive soft sponge.
- No liability is given for damage to painted surfaces even with removable adhesives as the bond between the paint and the wall is out of our control. The keying of the paint to the plaster can vary across the entire wall. No guarantee can be offered against adhesive residue.



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