

Practical Information

PSA Vinyl Interior Wall Graphic Printing & Application Tips

Wall graphics must be applied to a clean, smooth, dry and non-porous interior surface. Freshly applied paint should be allowed to cure for a minimum of three full weeks prior to wall graphic application.

Surface Preparation

When preparing a wall for a graphic, it is important to understand that not all surfaces are suitable for vinyl film application. Wall graphics can only successfully be applied to surfaces that are clean, dry, smooth and non-porous. **Any of the following conditions can cause poor adhesion or product failure:**

- Highly textured paint
- Poor initial paint bond
- Poorly painted wall edges
- Patched areas that have not been primed
- Moisture behind the drywall, which can cause the drywall paper to release. Watch for walls that back up to cooling systems, water pipes, overhead windows and windows that have been boarded up. These areas are prone to condensation that may not be obvious at the time of installation.
- High humidity areas such as garages, entryways and bathrooms
- Dust, dirt or other contaminants on the wall
- Wallpaper or other wall covering that is not securely bonded to the wall
- Cuts made to the graphic during the installation process that penetrate both film and substrate
- Freshly painted walls that have not had ample time to cure. Wall graphics tend to bubble and release from the wall while paint is in the curing process.

If your wall is to be newly painted, the goal is to achieve a good bond between the substrate and the primer/paint. When applying the primer, it is important to use a high quality, oil-based primer such as those available from Kilz® or Zinsser®. Once the primer is dry

apply two coats of a high quality Satin or Semi-Gloss paint to ensure a cohesive bond between the paint and primer. For best results, avoid applying graphics to heavily tinted paints which have more than 1 oz of tint per gallon of paint. The surfactants and colorants that make up darker paint colors tend to need longer periods to leach or outgas. Avoid matte finish latex paints and paints that use anti-graffiti agents. When applying the paint, use a 3/8" nap roller cover to reduce stippling.

Once the paint has had ample time to cure, it's important to clean the surface immediately before applying the film. Dust and other contaminants can collect quickly on the wall and prevent the film from adhering properly. Wipe down the wall with a dry tack cloth or a lint-free microfiber cloth to remove any dust, paying special attention to the wall's edges and corners.

Printing and Laminating

There are three critical steps that need to be followed when producing your wall graphics.

- Use the correct color profiles. Check for the latest updates at <http://www.ponygraphics.com/profiles>
The profile will automatically set the ink levels, heater settings, resolution, and pass count necessary to help ensure quality printing.
- Prior to trimming or laminating it is very important that the graphic sit for 48 hours or more to allow the graphic to out-gas. Prints heavy in ink saturation need to cure & outgas for approximately 72 hours. This is crucial to ensure your wall graphics do not start curling around the edges or lose adhesion altogether. Keep in mind that due to widely varying production shop environments, curing times may vary widely. Always test the finished product internally to ensure adequate adhesion before distributing the graphic to the end-user.

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