



WALL MURAL INSTRUCTIONS

IMPORTANT GUIDELINES FOR INSTALLATION –

Do **NOT** install your mural over primer or flat paint.

Do **NOT** install over a freshly painted surface.

Do **NOT** install over a dirty or damaged surface.

Install according to instructions only:

Simple Murals installation procedure must be followed in order for the Simple Murals Guarantee to apply.

If the wall mural is installed in a manner other than that recommended by Simple Murals, it is done at the sole risk of the installer, Simple Murals Guarantee protections will not apply.

Install your mural within 24 hours of removing and unrolling from packaging (or roll up and place back in original packaging until ready to install). Failure to do so may cause material to curl.

READ BEFORE INSTALLING

Do **NOT** install on a medium to high textured surface.

Do **NOT** install on any textured surface without testing first.

No **NOT** peel entire backing off at once.

Check Shipment for Accuracy & Defects:

All orders should be checked for accuracy by the installer to ensure the shipment is received as ordered. If any discrepancy is found, Simple Murals should be contacted immediately.

Upon receiving your mural, promptly check for product defects. If no defect is evident before installation, proceed. If any defect is evident at this time (or during the installation) no further material should be applied and Simple Murals should be contacted immediately.

If there are any questions about install, please contact us before proceeding.

WALL PREPARATION

Clean Surfaces: Prior to installation, clean the wall with a warm damp cloth to remove any dust and then let the wall dry completely. All surfaces must be clean, smooth, dry, undamaged, free of mold, mildew, grease or stains as well as structurally sound. Loose paint or other wall coverings must be removed to ensure good adhesion. In order to ensure maximum smoothness of installation, nail heads, nicks, gouges and other surface imperfections should be filled, sanded smooth and sealed. On new walls, drywall joints should be taped, mudded and sanded smooth.

Wall Paint: Proper surface preparation is key to getting great results. Do not install your Simple Mural over a freshly painted surface. We recommend waiting 7-10 days to allow paint / chemicals to completely cure. Walls should be painted with an eggshell, satin or semi-gloss paint. Do not install Simple Murals on a wall with flat paint or primer.

Measure Carefully: For a successful finished result, it is essential that your wall mural be hung straight. Mark straight horizontal and vertical lines on your wall to line up the mural (or first panel). If the mural is smaller than the total wall space, mark out the dimensions lightly on the wall using a pencil, tape measure and level to create a straight center line and make sure that the area is level. Use only a lead pencil for marking walls. Do not use a ballpoint or marking pen; they may bleed through the surface of the mural.

Moisture: Our murals are intended for buildings that are properly designed and maintained to avoid moisture infiltration, condensation and/or accumulation of wall cavities and wall surfaces, particularly in warm, humid climates. If you are unsure if moisture problems are present, consult a qualified professional before proceeding.

Wall Surface: Outside of plain brick, a surface that counteracts the Simple Mural adhesive is the combination of eggshell paint on a textured surface. Eggshell paint is primarily used in high traffic areas and has intentional additives thus making it hard to stick to. Simple murals have the ability to stick to eggshell paint, however when the paint has been applied to a medium to highly textured surface, only half of the adhesive is touching the actual wall surface creating a weaker bond. A smooth wall surface is recommended for best results when installing Simple Murals, especially when using eggshell paint.

Temperature: Do not install Simple Murals unless a temperature above 65 degrees F is maintained in both areas of installation and storage for at least 48 hours prior to install, and during the installation process.

Preview Panels: (for multiple panel applications) Arrange the panels of the mural in front of the wall where they will be installed in the proper order. All murals more than (1) panel will be numbered, in order, on the bottom right corner. This marking is small and faint so that if not trimmed after installing, it will not be easily apparent.

THE MODERN MURAL

HANGING GUIDELINES

It's time to start hanging your Mural.

1. Install mural (or panel one) by carrying your mural panel to your wall. Peel back the liner paper a few inches, smoothing the upper portion against the wall, ensuring that it is straight with your plumb line. Do NOT peel off the entire liner paper all at once.
2. Give the top portion of the panel a couple of strokes at the ceiling line (or starting point) to force it flat against the wall.
3. Leave up to a one inch overage for trimming along the ceiling line.
4. Line up the edge of your Simple Mural to your vertical plumb line.
5. Slowly and evenly peel back the liner a few inches at a time and apply. Consider having another person hold the bottom of the panel (slightly away from the wall) as you work your way down and apply the rest of the panel.
6. Using the smoothing tool included with your Simple Mural order, carefully smooth all wrinkles and bubbles outward, until they are removed. Do not use pressure. Simple light strokes work best. Be careful not to stretch the mural while positioning. If wrinkles or bubbles appear, simply peel back the panel and reapply that section of panel.
7. When the mural/panel is positioned correctly, sweep your smoothing tool across the panel from the center outwards, working out all air bubbles. Trim at the ceiling and baseboard with a sharp razor blade tool or board knife.

IF YOU ARE INSTALLING MORE THAN ONE PANEL, PROCEED TO NEXT STEP. OTHERWISE, GO TO STEP 10

8. Overlap the second panel over the first panel by approximately 2 inches. Matching up the image. Apply any additional panels in the same method, overlapping each panel approximately 2 inches and matching up the image as you go. Carefully smooth out all the bubbles as you go.

PLEASE NOTE: EVERY PANELED MURAL IS PRINTED WITH A TWO INCH OVERLAP. DO NOT BUTT PANELS

9. Murals are printed with a 2 inch overlap intended to be double cut. Place your straight edge vertically in the center of the overlap and cut through both layers of material using a sharp razor blade. Making long cuts, without lifting the blade. (Use of an exacto knife with a fresh blade is recommended). Peel away both pieces of excess material after completing the cut. See picture diagrams below.
10. If the mural is larger than the wall space, cut along the corners or edges of the wall using a sharp razor blade and straight edge as a guide (again a fresh exacto knife is recommended). Make long cuts, without lifting the blade. Step back and enjoy your work!

OUT OF PLUMB WALLS:

Measure the differences in height between your starting point and the highest point on your wall. Compensate for the difference by leaving that amount of extra material at the top of the mural (or first panel) which you will trim off at the end. If the width of your walls is out of plumb, compensate similarly.

STEP 9 DIAGRAM

