

# Product Bulletin

## Wall Mark® Wall Graphics Decal System Print Suggestions and Application Procedures

### Printing Suggestions

WallMark® Wall Graphic films can be printed using the following printing methods. General Formulations strongly recommends test printing of this film with your ink and printing equipment prior to production printing.

- Screen Printing using conventional solvent based or UV curable inks designed for use on vinyl films.
- Offset or Litho printing using conventional, hybrid, or UV curable inks designed for use top-coated and/or non-topcoated vinyl.
- Wide format digital inkjet printing using solvent, eco-solvent, or UV curable inks designed for use on vinyl films. For wide format digital, General Formulations provides color profiles on its website.
- Narrow and Wide web thermal transfer systems designed for use on vinyl films.

Special Printing Considerations: Heavy deposits of under cured or uncured solvent or UV curable inks applied with any of the above printing methods can affect the dimensional stability of the WallMark® Decal. Care should be taken to fully dry all prints prior to packaging and/or application. Conventional offset prints may require clear coat or laminate to enhance clean-up properties.

### Application

WallMark® Wall Graphic decals must be applied to clean, smooth wall surfaces in good condition. This system was developed for commercial and residential painted dry wall surfaces. The decal should be applied to flat, interior walls for maximum performance.

1. Wall temperature should be not less than +40 degrees F.
2. Select wall application location. Wall surface should be smooth, preferably painted with a flat, satin, or gloss painted finish. Avoid application to wall surfaces with stucco, brick or heavily textured finishes. WallMark® may also be applied to wallpapered surfaces which are clean, smooth and dry. DO NOT place decals in or above cribs or within reach of young children. Also, DO NOT mount decals where they can be removed by young children as a choking hazard can result.
3. Wall must be clean and dry. Wash wall with warm, clean water using a damp cloth or sponge. If a stronger cleaner must be used, make sure wall is thoroughly rinsed of any detergent residue. Make certain the wall surface has dried completely before applying decal. NOTE: If wall is recently painted, follow drying instructions and time noted by paint manufacturer.
4. For small decals, remove the liner (decal backing paper) and position the graphic on the cleaned wall. Using your hand, squeegee, or other smooth application instrument start at the middle of the decal and work to the edges with firm pressure to avoid trapping air. Overlap all strokes keeping the edges from contact until firmly pressed with the squeegee. Make sure all edges and corners are firmly attached. NOTE: Retain liner for reuse.



*Manufacturer of Pressure Sensitive Films,  
Traffic Graffiti Floor Advertising Films,  
Custom Coatings and Printing Inks.*

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(continued)

5. For large decals, lay decal face down on flat surface. Peel part of the liner away from the top of decal and fold down. Align the decal to its desired wall location and apply the top portion of the decal to the wall using your hand, squeegee or other smooth application instrument. Next, slowly remove the remaining liner by pulling down while pressing the decal to the wall. Work toward the edges with firm pressure to avoid trapping air. Overlap all strokes keeping the edges from contact until firmly pressed with the squeegee. Make sure all edges and corners are firmly attached. NOTE: Retain liner for reuse.

## Maintenance

WallMark® Wall Graphics may be cleaned using a cloth, sponge, or paper towel with water and wipe. Do not use abrasives. NOTE: Printers using conventional offset inks may require clear coating or over lamination for best clean-up performance.

## Removal

To remove the WallMark® decal gently peel from top to the bottom preferably removing the decal at a 120 degree angle or greater using a smooth, consistent force. Use care in keeping the adhesive backed side of the decal clean and free of contact with any sources of debris. Dirt, dust and lint will adversely affect the adhesive surface negating the potential for reapplication of the decal. If you plan to store the decal, reapply the adhesive side of the decal to the glossy side of the reserved liner. Repeat application steps when applying decal in new location.



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