

## Thank you for choosing Imagination Design Studios!

We greatly appreciate that you chose IDS to design and create your wall graphics. These are not your typical interior wall paper panels. Your wall murals have been custom designed to fit your walls and manufactured using the highest caliber products in the industry. We want you to be satisfied with the quality and durability of your wall graphics for years to come, so we have prepared this bulletin to aid you in the wall preparation process. Please share the following information with your contractor(s) and painter(s).

### Why all the Fuss?

IDS has your best interest in mind, and wall preparation is absolutely crucial for successful adhesion and longevity of your wall graphics. Unfortunately, improper preparation has led to extra time, costs, and stress which may contribute to a bad experience. Here are some of the scenarios we are trying to avoid.

### HVAC Conditions & Cure Time

It is important to set your environment up for mural success. Ahead of prepping your walls, please ensure your HVAC is up and running and your climate is controlled between 72 - 75 degrees F for the duration of prep and installation. Our murals are often coming from across the country and will need to adjust to their new space. This will allow the best opportunity for the material to adapt ahead of installation, which will help avoid problems such as, additional weight of primer and paint due to improper drying and cure times. As well as, peeling corners or even the dreaded fall from the wall.

### Uneven Walls

The material used that makes our murals cleanable also makes wall imperfections stand out like a sore thumb! Please ensure your walls are sanded smooth and in "like new" condition with no trapped dust or debris, paint drips, dings or divots.



**Unsure if your walls have been done properly?**

**Toll Free: 1.888.884.4102**

We can provide an adhesion test kit upon request.

## 1 Scheduling:

Walls must be finished and painted at least 3 weeks prior to mural installation.

## 2 Product Selection:

Select a non-texturized, water-based primer and semi-gloss paint. **3M recommends Kilz Premium Interior/Exterior Water-Based Primer and Sherwin-Williams ProClassic Acrylic Enamel Interior Paint with Semi-Gloss Finish.** Refer to figures 1 and 2.

## 3 Drywall Finishing:

A) Existing walls: Scrape and sand any peeling and chipped paint down to a smooth surface. Fill any gaps, holes, gouges, or other imperfections with drywall mud and sand until smooth. It is important that all **walls are in a “like-new” condition** before painting.

B) New walls: A **drywall finish level 4 or 5** is desired. All drywall mud must be sanded and fully dry before priming and painting.

## 4 Cleaning Walls

Use a damp, lint-free microfiber cloth to wipe the entire wall of all dust and/or particles. Pay special attention to the wall edges and corners. This will ensure a strong bond between the wall and the first coat of primer. This is the most critical coating layer, because it is the most common area of failure if it is not prepared properly.

## 5 Climate Controls:

A room-temperature (72 – 75 Degrees F) environment with low relative humidity is required for the mural installation. It is required that all HVAC, including climate controls, such as heating, air conditioning, etc. be installed and functioning prior to painting. This ensures proper curing of the primer and paint.

## 6 Painting:

Apply two coats of primer and two coats of paint. Rollers with a short (¼”) nap are the preferred application method. If spraying, it is required to **apply a quality backroll**. Follow the paint manufacturer’s instructions for curing times. It is extremely important that all coats are cured before applying the next coat, to prevent adhesion failure after the mural is installed.

## 7 Construction:

**All flooring, baseboards, window casings, and door casings must be installed before the wall graphic is installed.** It is ideal to have the building construction complete prior to installing the mural. If this is not possible, ensure that all contractors working on site are aware the days that the mural installation is taking place. **The environment must be clean and dust-free** during the mural installation process.



## **KILZ 3 Premium Interior / Exterior Water-Based Primer**

Manufacturer: Masterchem Industries LLC

Dry Time at 25°C (77°F), 50% RH:

- To Touch: 30 minutes
- To re-coat/topcoat: 1 hour
- Total: 2 coats

**Follow drying time on back of the can.**

Tinting is not recommended as bright or dark colors may change the final look of the mural

*Figure 1: KILZ Premium Interior / Exterior Water-Based Primer*



## **Sherwin-Williams ProClassic Acrylic Enamel Interior Paint**

Manufacturer: Sherwin-Williams

Dry Time at 25°C (77°F), 50% RH:

- To Touch: 1 hour
- To re-coat/topcoat: 4 hours
- Total: 2 Coats

**Must be a SEMI GLOSS LATEX**

*Figure 2: Sherwin-Williams ProClassic Acrylic Enamel Interior Paint/ Semi Gloss Latex*