

# PHILLIP JEFFRIES

NATURAL | TEXTURED | SPECIALTY | WALLCOVERINGS

## HANGING INSTRUCTIONS

### BLOSSOM WALLCOVERINGS

**STOP: DO NOT CUT OR INSTALL UNTIL YOU HAVE READ THESE INSTRUCTIONS!**

Thank you for choosing this fine wallcovering. For the best results, we believe that a professional wallcovering installer should hang these wallcoverings.

#### **DESCRIPTION:**

Beautiful magnolia branches blossom from the walls in a multitude of colorations that are digitally printed on natural, textured and vinyl grounds for a collection where artistry meets innovation.

**Some items are printed on natural, textured grounds, there may be a slight variance in texture and color. This is part of the inherent beauty of the wallcovering.**

#### **PREPARATION:**

Before you cut and hang, please be sure you have:

1. The correct wallcovering and the correct amount of wallcovering to finish the job.
2. Inspect the wallcovering carefully to ensure it is free of defects. Please note that the Manila Hemp and Jute wallcoverings are handmade products and woven of natural fibers that feature subtle variations in color and texture. These are characteristics of natural textured wallcoverings and should not be considered defects.

If no defect is evident before installation, the material should be inspected after three (3) strips are installed. If any defect is evident at this time (or at any point in the installation) no additional material should be hung until Phillip Jeffries is notified. **NO CLAIMS WILL BE ALLOWED FOR MORE THAN (3) STRIPS ON THE WALL.** All claims must be made within 30 days of the invoice date. No labor claims will be allowed at any time.

**BUILDING & MATERIAL CONDITIONS:** The building must be weather-tight with HVAC settings (including pressure, temperature and relative humidity) the same as those of an occupied building for three days prior to, throughout installation and three days after installation. The walls must be structurally sound including elimination of sources of moisture accumulation into the wall or wall cavity. The wallcovering must be in a clean and dry condition and must be stored at normal occupied building temperature and humidity for at least three days prior to installation. All adhesives and primers must be new, good quality, commercial grade materials, which have not been contaminated.

IF YOU HAVE ANY QUESTIONS, PLEASE STOP AND CONTACT  
**PHILLIP JEFFRIES** BEFORE PROCEEDING.

#### **WALL PREPARATION:**

1. The walls to be covered must be properly prepared to insure that the wallpaper will adhere to the wall surface. Even the strongest adhesive can only work when the wall surface is clean and properly prepared.
2. Phillip Jeffries recommends that installers use a hard, acrylic, pigmented, wall-protecting primer that is SPECIFICALLY made for WALLCOVERING INSTALLATION and WALL PROTECTION.

**DO NOT USE R-35.**

3. Allow the primer to dry thoroughly before hanging.

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#### INSTALLATION

##### ADHESIVE

1. We recommend a clear, pre-mixed vinyl adhesive.
2. Apply the paste to the back of the paper, which will become flexible and easy to hang. Allow the paste to become tacky prior to hanging (exact time will vary based on temperature, humidity, etc.)
3. Do not add excessive water to the paste as it may cause the backing paper to pull away from the front.
4. It is important to keep the face of the wallcovering free of adhesive and water.

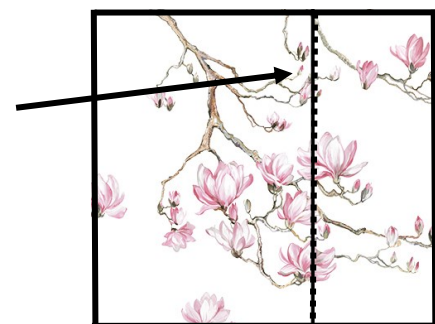
##### PATTERN PLACEMENT ON WALL

1. Once wall height is determined, trim the height of the Blossom pattern to fit the wall. We recommend consulting with the Interior Designer for design placement of the Blossom pattern as it is optional to trim the top or bottom of the pattern.  
**(See Panel Maps for Natural/Textured Grounds on page 3 / Vinyl Grounds Panel Map on page 4)**

##### TRIMMING

1. The edges are un-trimmed and will require cutting a precision edge on your work table.
2. For Items 6400, 6401, 6402, 6403, 6404  
trimmed width is 33" (83.8 cm.)  
For Items 6405, 6406 trimmed width is 49.5" (125.7 cm.)  
Pay special attention to trim lines and cut seam along exact trim line marked on wallcovering.
3. Trim line is placed 15/16 of an inch inside the printed panel from the printed edge. Follow trim line.
4. Place straight-edge just off of trim line so the line is cut off. This will ensure your cut is at 1", which is the pattern join.
5. Trim edges with a VERY sharp razor blade. Change your blades often.
6. Pay special care to cut seam along exact trim line marked on wallcovering.

DIAGRAM A)



In addition see pages 3 & 4 for larger images →

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#### INSTALLATION

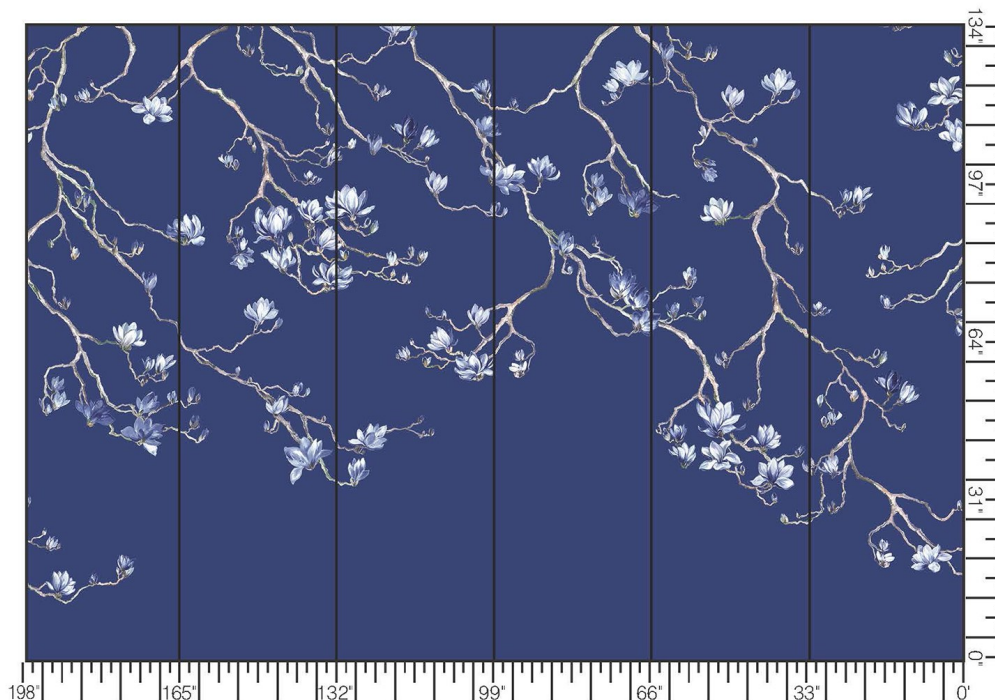
##### NATURAL GROUND PANEL SEQUENCE

1. The repeat is based on a 6 panel sequence.
2. Panels are clearly marked 1-6 starting with #1 then will follow with 2, 3, 4, 5, 6 as shown in the panel map.  
**(See Diagram B)**
3. The pattern repeats in 6 panels. If ordering more than the minimum of 4 panels the pattern will repeat again after the 6th and begin at 1 ex. 1,2,3,4,5,6, 1,2,3,4,5,6. **(See Installation on page 6)**
4. Begin by establishing a vertical plumb line before hanging the first panel.

##### DIAGRAM B)

##### BLOSSOM NATURAL GROUND PANEL MAP

**Panel #1   Panel #2   Panel #3   Panel #4   Panel #5   Panel #6**



**CONTINUED INSTRUCTIONS ON NEXT PAGE**

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## HANGING INSTRUCTIONS

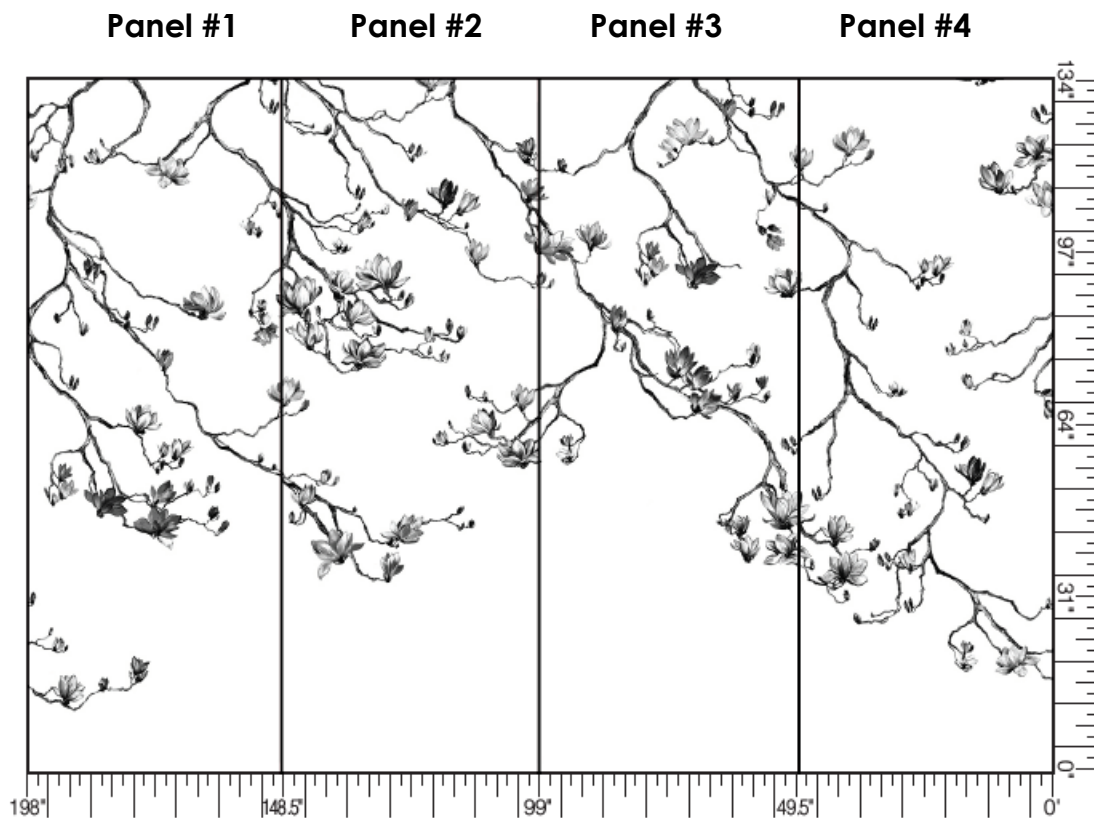
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#### VINYL GROUND PANEL SEQUENCE

1. The repeat is based on a 4 panel sequence.
2. Panels are clearly marked 1-4 starting with #1 then will follow with 2, 3, 4 as shown in the panel map.  
(See Diagram C)
3. The pattern repeats in 4 panels. If ordering more than 4 panels, the pattern will repeat again after the 4th and begin at 1. ex. 1,2,3,4, 1,2,3,4.
4. Begin by establishing a vertical plumb line before hanging the first panel.

**DIAGRAM C)  
BLOSSOM VINYL GROUND PANEL MAP**



CONTINUED INSTRUCTIONS ON NEXT PAGE →

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#### INSTALLATION

##### TIPS

1. Use a soft brush or cloth when hanging, so that you do not damage the face of the wallcovering.
2. DO NOT allow paste or excessive water to stain the front of the wallcovering. Both paste and excessive water will change the color of both the printed design and the wallcovering's natural texture on the face of the paper.
3. Consider using a light painters tape to cover the edges of previously installed strips, so that the paste coming out from the seams will not settle on the installed strips.
4. For items 6400 and 6406 consider using a martered edge as the ground color may show through when cut. Based on the paper hanger's discretion we suggest using colored markers in a similar tone to a cover any ground color showing through. We suggest testing in any small area before proceeding. Please use extreme care when handling this wallcovering.
5. Gently smooth the wallcovering using a plastic smoother. Do not use a seam roller.
6. Subtle shading differences between strips tend to soften over time as the natural textured wallcoverings begin to oxidize.
7. Wallcovering may be cleaned using a soft brush attachment of a vacuum cleaner. Items on vinyl grounds are wipeable. Do not scrub.
8. Once wallcovering panels are trimmed we recommend lining them up on your work table in sequence for easy installation.
9. Once wall height is determined take into account if ceiling is then level and any adjustments needed to trim by placement of wall panels.

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#### FINISHED INSTALLATION WITH SEAM

SEAMS

