

Walls are difficult surfaces to adhere to. Painted walls, or ones with wall coverings can require a product with a 'high grab' adhesive, as they often have an embossed or textured surface finish and standard vinyl will not stick. Walls within retail or exhibition environments can be subject to heat from lighting which can weaken the bond.

Another consideration is with the development of new paint technologies applying digital prints has become a tricky experience. The increase in washable, wipe-able, low VOC, anti fungal paints, to name a few, cause the wall to have a lower surface energy meaning standard adhesives will struggle to 'wet out' fully and most probably end with a failed application. It is advised before any application to test the desired material for 24 hrs to see if it will adhere properly.

If the paint causes failure...

- 1, Prime the wall with SilverBullet Primer or Zinsser Bulls eye 123 primer.
- 2, Wash with an IPA + water mix.
- 3, Use a high adhesive coat-weight or High Tack material

Walls should be painted at least 1 week before application. Longer if possible to ensure they are fully cured. The paint must be well keyed into the plaster to prevent it lifting on removal of the vinyl afterwards.

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