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Printing, Cleaning & Applied Surfaces

landor phototex
landor liquid lamination

Surfaces and Precautionary measures

Outside of plain brick walls, the only surface that we have seen work against the adhesive is the combination of eggshell paint on a textured surface. Eggshell paint is mainly used in the kitchen and has intentional additives that allow it to be cleaned with detergents like 409, Fantastic, Soft Scrub, making it hard to adhere too. Phototex does has the ability to stick to this paint, however, when the paint has been applied to a textured surface, then basically only half the adhesive is touching the actual surface. In some cases, this type of surface combined with eggshell paint can make it touchy for the material to work. So, we now offer a product to handle these surfaces branded **Phototex EX and EXS** (High Tack) which is a 50% Stronger adhesive (still removable) and also great for more permanent installs. In addition, the new **(OPA/OPAS)** Opaque Block-out will work with these texture walls and all paints. All the Phototex sticks to low and no VOC paints unless printing a full bleed heavy coverage, then it is best to use the Opaque or High Tack versions.

It is very important that you allow at least 30 days concerning a newly paint surface to dry. Bubbles or failure can occur if the paint is still outgassing/flashing off. Also make sure all drywall painted surfaces or a repainted surface **have been primed** and painted in order to not leave possible residue or peel paint upon removal.

The above information rarely occurs, but we feel it is important to understand the materials limits based on certain printers and surfaces that we have tested over the past 13 years. We are always happy to send a free sample for testing concerning any of the above suggestions. We are happy to answer any questions. Just e-mail us at www.phototex.co.uk and simply ask for a test sample roll.

UV or UV Curable Inks ONLY

When printing with UV ink or mainly UV curable printers, it is possible in rare cases to overheat the material and cause the adhesive to weaken up to 50% during the printing process. Although this is very rare, it is important to keep the lamps at a very low setting than most other substrates. We recommend you compare the adhesive from a printed piece to a non-printed piece from the same roll. You can easily tell if the adhesive was overheated or weakened during printing. Touching the adhesive material will not give you a true reading. You need to place the pieces on a wall for 24hrs and see if there is curling and then pull on and off the wall a few times and see if there is any tack (there should be some adhesive resistance). You can also peel back the top half and let it hang and gravity should not take over and it shouldn't start to fall off the wall by itself- you will know for sure it has been over heated

In addition, with UV inks, if you lay down an extremely heavy, solid, (dark colors) when bleeding, the weight of the ink actually can pull against the material (acting like an over laminate). This happens because UV ink actually sits on top of the material adding weight. In rare cases, you may need to leave a small border in order to prevent curl – this is for UV inks only. We still suggest you test this with all UV inks, just to be safe. An easy way to test this is to leave your printed sample up for 24-36 hours. If the edges do not curl, the material was then unaffected, as this curl will appear quickly and not over time or at a later date. If the material does not curl, then you're good to install as it will not curl down the road. We do however, to just use the Opaque and High Tex versions with UV inks.

Cleaning

Walls: Make sure you only use a damp rag when cleaning a surface before installation and always use a squeegee when installing the Opaque versions.

Inks: UV inks can be wiped with damp rag only, however, we do have customers asking how to clean the material. Since Phototex is a fabric, you cannot clean/wipe the material unless you coat the ink with a liquid or spray laminate. See install instructions.

INSTALLATION DISCLAIMER & PRECAUTION: Due to all the variables of the wall surface and recently the (NEW) paints, along with choosing the correct PHOTOTEX versions. Our products should not be installed within a distance in which Infant/children sleep and/or occupy without continuous adult supervision.