

Technical bulletin 4.20 Application Guide WW100-WW101

1° Substrate preparation

* The application substrate (i.e. wall) must be dry before starting the vinyl application. Ideally application is best on untreated brick walls.

* Always test a 300mm x 300mm section of your graphic first to insure good adhesion. In most cases dusting the wall with a still brush is sufficient prior to application. In some cases there may be some oils, dirt or salt which has bled to the surface that will inhibit adhesion. In these cases, the wall must first be washed with a degreaser cleaning agent. Allow at least 48 hours for the wall to dry prior to application. Moisture left in the wall may result in pre-mature failure of the graphic if the wall is not completely dry prior to application.

Remark: To assess the moisture content of walls, a simple tool can be used called a Moisture Meter. This hand-held instrument is easily available at do-it-yourself shops or through the internet. It measures the actual moisture content of the building material. For a perfect application of WW 100/101, the moisture content of the brick wall should be below 25%.

2° Application of WW100 or WW101

* Use the 'hinge method' to line up the graphic and to install by removing small sections of the liner at a time and applying flat areas first onto the rough wall with a soft felt squeegee without applying too much pressure to avoid tearing the film.

* Heat-up the film in small parts from left to right using either a heat gun at > 450°C or a portable butane burner (direct flame or hot air attachment).



* After you have established or are satisfied with the definite position of the graphic, apply firm pressure to the printed image, using a semi-hard roller ([the Wheelie](#)). The structure of the bricks will show up through the film.

If needed, remove air pockets by poking with a pin (do not use a knife), re-heating and pressing the air out with a soft cloth or the roller.

* After the film has been properly applied to the brick wall, re-stabilize especially the mortar layers between the bricks by reheating and pressing entrapped air pockets out, by using the **Pizzie** roller to finish the job. Extra attention should be made to the graphic where it overlaps, as this is twice as thick, it will require more heat to fix the vinyl.

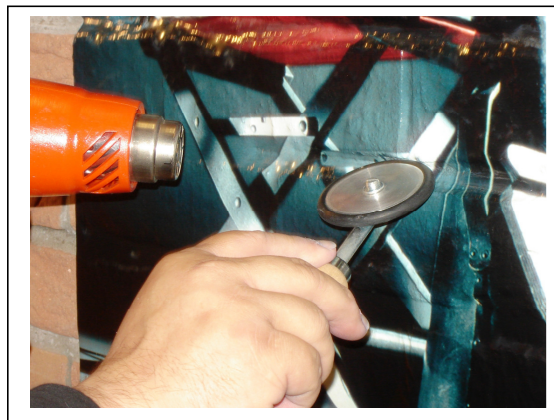
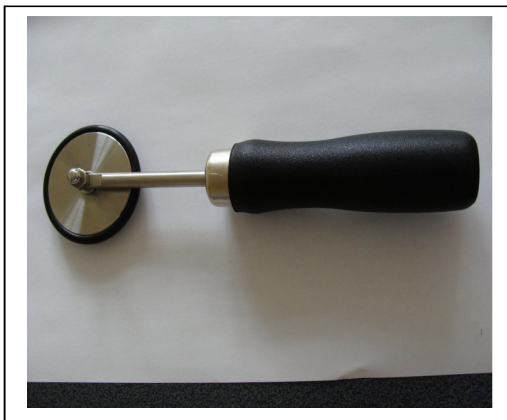
* WW100 can be applied outdoors for minimum 36 months, WW101 for 12 months, without edge lifting. WW100/WW101 will apply and remove more easily when used with one of the conformable laminates e.g. CastLAM Gloss or Matt.

* To remove after the application period: re-heat the film and pull off in small sections.

The "Wheelie"



The "Pizzie"



Remarks:

1° Porosity of the substrate:

Old concrete walls and some types of cement and bricks have a high level of porosity so that water may easily infiltrate. If a layer of water has formed between the WW100/101 and the wall, the adhesive bond can't build up and therefore WW100/101 will delaminate from the substrate. To ensure application suitability - always test the proposed construction under actual application and end-use conditions before going into full production.

2° Painted walls:

Converters have reported successful results on many different paints.

* However, application to matt emulsion painted surfaces from our experience is best avoided, as these paints may contain high levels of plasticizer and because of the matt finish of the paint, surface adhesion will be much poorer than on gloss/satin painted walls. Adhesion levels can also vary from color to color as well as brand to brand.

* Some paints contain organic or inorganic silicon components to repel dust particles. These components in the paint may inhibit a proper bond of the self-adhesive vinyl film.