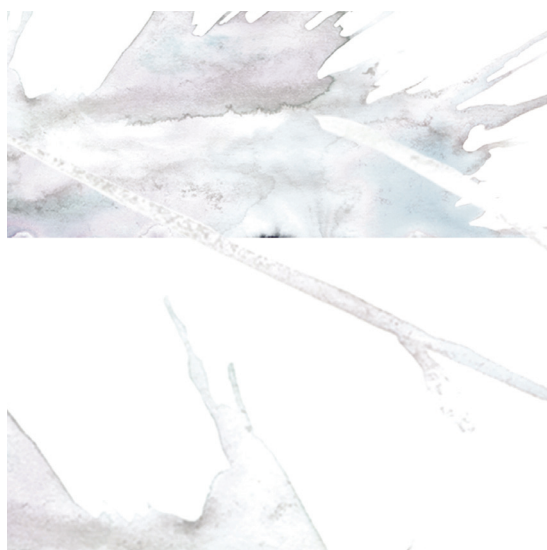


## Love in the Middle – Ice Wallpaper

This pattern is printed on Prima wallpaper. All production is done per order and takes up to 6 weeks to ship. Please be sure to order a sample before purchasing custom panels.

Prima wallpaper is an eco-friendly alternative to vinyl for residential and commercial use and is our most luxurious wallpaper option. Available as custom panels based on ceiling height to reduce waste with no minimums.



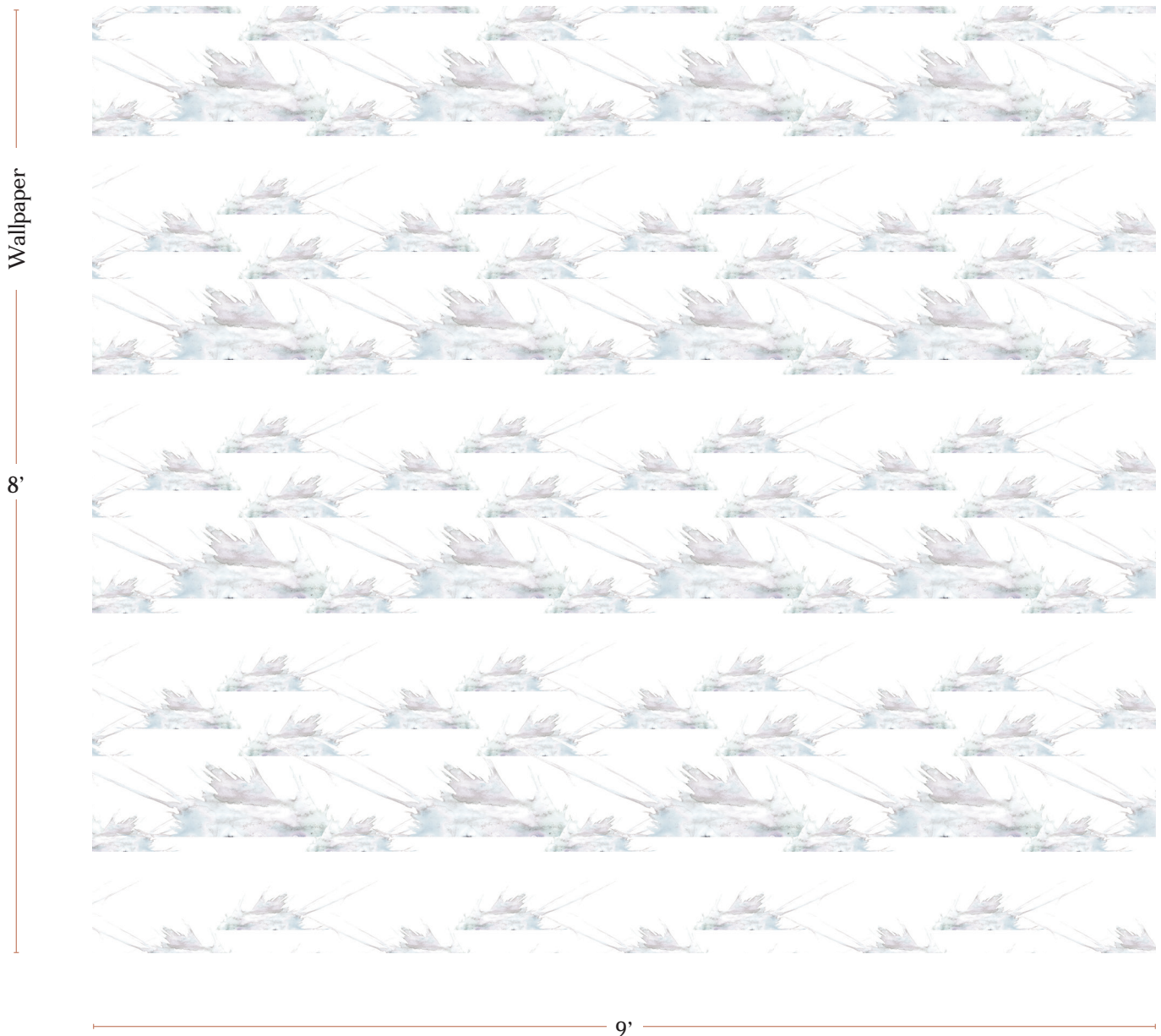
Vertical Repeat	24"
Horizontal Repeat	24"
Panel Width	24" **Panels sidematch from the top unless otherwise specified.
Panel Length	Custom Panels are based on ceiling height; Printed in 1' increments up to 18'.

Pricing	Custom panels sold by the square foot
Selvage	.25" paper comes untrimmed
Sample Size	8.5" x 11" **If you are unsure of color please order a sample before purchasing.
Large Sample Size	24" x 24"

Wallpaper Type	Prima
Material	Latex-based, nylon reinforced paper
Print Method	Digital with UV pigment water-based ink
Lead Time	4-7 weeks **Rush Service subject to availability. Rush fee does not include expedited shipping.

Care	Gently wipe clean with a non-abrasive sponge or cloth with mild soap and water. We always suggest testing your cleaning method in a discreet spot on the wall before implementing in a large area. Do not use commercial cleaners or scrub. Wipeable with a clean damp cloth, do not use commercial cleaners or scrub
Fire Rating	Class A (ASTM E84)
Color & Scale	We always strive for color accuracy but please note that colors shown on the website are a representation only. Please refer to the actual product sample. **Also due to varying ink/print systems wallpapers and fabrics of the same pattern are not always an exact match in color or scale.
Made In	USA

8' tall x 9' long wall  
pictured below  
in Love in the Middle —  
Ice Wallpaper



### Installation Guide

#### How to Measure the Amount of Paper to Order

\*\*We always recommend confirming quantities with your wallpaper installer prior to ordering.

In order to reduce waste from roll overage, our Prima wallpaper is printed as custom panels whose length are based on the ceiling height of your walls. The panels for each order are printed identically to make side matching the repeat of the pattern a painless process. The printed width of each panel is 24". The length of each panel is determined by your ceiling height, and they are printed in 1 foot increments. When ordering panels of varying lengths, all panels will side-match from the top unless otherwise specified.

When measuring ceiling height and room width, we recommend using a yardstick or steel tape measure. Be sure to exclude any baseboard or crown molding when measuring height, and only measure the area which will actually be covered by wallpaper. To determine the width, begin measuring at one corner and continue all the way across to the opposite corner, without omitting doors and windows. To ensure that you will have a bit of extra paper to work with, remember to round up to the nearest whole foot from whatever your vertical measurement is.

The height of the wall (rounded up) will be the length of the panels needed to cover the wall. To find the number of panels needed to cover the width of the wall, divide the length of the wall (rounded up) by two. This calculation will give the minimum number of panels needed to cover the wall.

Example: For a wall that is 10 feet 5 inches high by 9 feet 6 inches long, round up the measurements to 11 feet high by 10 feet long. In this case, the panels will need to be 11 feet long. Next divide the length of the wall (10 feet) by two and you will get 5. In this case you will need 5 panels.

So in total you will need 5 panels which are 2 feet wide x 11 feet long for a total of 110 square feet.

Please feel free to contact us anytime for assistance in finalizing your calculation.

### Installation Guide

#### Prima Wallpaper Installation Guide

Eskayel highly recommends consultation with a professional paperhanger prior to installation.

These instructions are for our PRIMA wallpaper only.

#### Wall Preparation

Wall should be prepped to a smooth, clean, and dry surface prior to installation.

Wallcovering will not hide flaws such as: nail holes, bumps, or dirt.

Primer sealer should be used on unpainted drywall. Use acrylic wallcovering primers: Professional Ultra Primer (PRO-977), Golden Harvest White Bite, or Allpro Ultra Prep 685. Priming provides a sound surface that wallcovering will adhere to. It is recommended to strip down previous layer(s) if wallcovering. The Wallcovering may seem to be firmly adhered to the wall, but the addition of another layer can cause adhesion failure.

Prime over glossy paint with one of the above mentioned primers.

#### Paste Information

- Clear adhesives such as Professional Ultra Premium Heavy Duty Clear Strippable (PRO-880), Golden Harvest GH-34 Clear Strippable, and Allpro Pro-Duty 3400 provide good adhesion and allow for easier stripping when the wall covering is to be removed or replaced.
- Clay adhesives such as Professional Extra Strength (PRO-732), Professional Clay Strippable (PRO-774), Golden Harvest GH-40, Allpro Extra Strength Vinyl 600m, and Allpro Clay Strippable 661 have also been shown to be effective both during installation and the removal of these wallcovering materials
- Pastes such as Professional Heavy Duty Clear PRO-838 or Allpro Clear Hang 61- have a more aggressive adhesion and should be used for more permanent applications.
- Vinyl over vinyl pastes tend to dry too quickly on these products and are not recommended.
- Apply a coat of the adhesive using a 1/2" nap paint roller. Book for 10 minutes.

#### Hanging Information

- Do not use tape on imaged surface.
- Align top and adjoining edges. Smooth panels into place with a smoothing brush, starting at the center of the panel working towards the edges.
- Use a plastic smoother to push air pockets to the edges.
- The low wet expansion of these products allows double cutting at the seams.
- Remove any and all excess paste from the paper using a lightly damp rag or sponge. Do not use a fully damp sponge as slight running may occur in heavy coverage areas. If any paste is left to dry, flaking may occur which can lead to spots from ink being pulled from the paper.
- Overlapping the seams is not recommended.