

Art Peel

Quick Start User Guide



BREATHING COLOR®
ADVANCED PRINT MEDIA

Art Peel

Available for Aqueous, Solvent & Latex inks. Visit breathingcolor.com for specific product information.

Inkjet Printable Wall Fabric with Repositionable Adhesive

BEFORE YOU BEGIN, READ THIS:

Make nearly any wall your own. Pick a clean, smooth, and dry surface to customize. Most commonly, we see customers displaying Art Peel on their: wall, door, window or vehicle.

When applying Art Peel on a painted wall, we recommend making sure that the wall has been primed before painting. Without a primer layer, the paint may come off when removing Art Peel. With newly painted surfaces, we recommend allowing 30-45 days for the wall to fully dry. If not, you may experience bubbling in the material.

Using Art Peel on a pebbled or textured, or very porous surface—brick, cement, stucco, etc—may result in poor adhesion, though we have seen this work well in many cases. We recommend testing the proposed area first.

If using outdoors, we recommend applying a film laminate prior to display.



1

CLEAN THEN STICK

Before applying Art Peel, we recommend using a damp cloth (lint-free, ideally) to thoroughly clean the surface and allow it to completely dry.

Fingerprints, dust, dirt and other normal things that collect on walls can negatively impact proper adhesion and could result in premature failure of the adhesive. We do not recommend using chemicals to clean the wall, or if you must, make sure that they are completely removed before applying Art Peel.



HOW TO APPLY

2

Tip: If you are working with a large Art Peel print, it will be helpful to have two people install it.

Start at the top of your Art Peel print. Pull down about 6 inches of the back liner and crease it to keep it out of the way.

Try not to let the adhesive come together and fold up on itself. Art Peel was specially designed to withstand this error during the application process and you can gently peel apart, but definitely try to minimize this.

Begin to apply the exposed adhesive area to your surface. It can be repositioned if needed, to achieve proper alignment. Once you have proper alignment, continue to slowly pull the back liner downward in 4 - 6" increments; smoothing the Art Peel print down as you go.

If you use your hand for smoothing make sure your hands are clean and dry or wear cotton gloves.

Depending on the size, we like to have one person pull down the backer, while the other smooths the print down to the wall. If there are any bubbles or wrinkles, you can lightly press or smooth them out, or simply peel back that area and re-apply.

Being very aggressive may cause ink to smudge due to the natural oils on your hands.



TROUBLESHOOTING

Bubbling: If you see a bubble appear over the coming days; pressing and lightly rubbing the area outward can remove it. This can happen occasionally when oil, dirt, or dust is on your surface. If you can't get the bubble out this way, we've found a sewing needle works well to pop the bubble.

In the unlikely case that bubbles keep appearing, you may want to move your Art Peel print to another wall. This usually indicates that there is something preventing the adhesive from properly sticking. This is typically caused by the wall being painted within the last 30-45 days, or by cleaning chemicals being used and not fully removed from the surface before application.

Peeling: If Art Peel starts to come off of the wall on its own, this usually means that the surface that the print was applied to was not well cleaned. This may also indicate that the wall may be too textured to allow the adhesive to get a good grip.

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www.breathingcolor.com

