

The Complete Guide to
**WALL
GRAPHICS**

AN EBOOK FROM YOUR FRIENDS AT CUSHING



The adoption of wall graphics continues to trend...

as businesses, large & small, seek to create an engaging office space. Wall decals improve customer engagement, employee morale and enhances the overall atmosphere of a space.



You want all the information you can gather...

to ensure a smooth installation. We have transformed the Cushing wall prep guidelines into a larger eBook. Reference this guide, including best practices, frequently asked questions and popular surfaces for a smooth installation!

Table of Contents

I. What are Wall Graphics?	P. 4
II. What We Need to Know Pre-Install	Pp. 5-6
III. What You Need to Know Pre-Install	P. 7
IV. Surfaces We Install To	Pp. 8-15
V. File Setup	P. 16
VI. Installation Day	Pp 17-18
VII. Post-Install Care	Pp. 19-20
VIII. Referral Rewards Program	P. 21



What are Wall Graphics?

Wall graphics are a fun way to **brand your office**, **catch the eye**, **boost staff morale**, and **provide opportunity to engage your customers**.

We use a number of different **vinyl materials** to print these graphics, and the specific types we use depend on **wall surface and coverage**. These prints stick to your walls, doors, ceilings, and floors to brighten any space!



What WE Need to Know Pre-Install:

What are the sizes of the walls?

What are the walls made of?

What size will the graphic be?

Will the wall graphics fully or partially cover the walls?

Is the wall surface rough or smooth?

Will the install be union or non-union?

Are they temporary or permanent?

Will the graphics be indoors or exposed to the elements?



A Quick Note About Air Channels

Air Release Channels help increase durability of wall graphics, and assist in dissipating air bubbles, which may **form naturally after installation.**

Vinyl with air release channels helps **prevent that** from happening. When the **surface of a wall expands**, air release channels **prevent the graphic from expanding** with it, so when the wall contracts again the graphic **stays in place** and doesn't fall off.

We determine whether air release channels are needed when we ask customers the **questions on the previous page.**

What YOU Need to Know Pre-Install

Cushing will come to the space for a **site survey** prior to printing and installation. This helps determine which material to use and how to shape the graphic – any **divots, pipes, windows, and doors** need to be accounted for prior to completing the project.



Temporary vinyl is often used for special events, or if you plan to change out the graphic periodically.

Whether the graphics are **indoors or out** will help us determine whether or not a laminate* is needed for protection.

Laminate:

A film that protects graphics from fingerprints, scratches, or abrasions. They increase the lifespan of your graphic.



Installing to Cinderblock

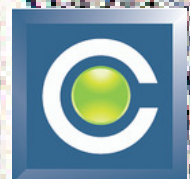
Material:

We use **3M Scotchcal 8624** for logos, cutouts, and full wall coverage. We are also testing **3M480**, an upgrade of this material, meant for textured surfaces.

Pre-Install:

Have your walls **power-washed** and give them time to dry for **48 hours** before install. Trust us... !

To be sure caulk doesn't show through, make sure the wall is **sanded down** properly.



Installing to Painted Drywall

Material:

We use **3MIJ40** for full coverage wall graphics and **3MIJ180** for logos and cutouts.

Pre-Install:

Prime, sand, and finish with semi-gloss latex paint. Allow to **dry for at least 7 days** before install. Please bring

any wall obstructions, i.e. outlets, permanent signage, fire alarms to our attention so that these details can be cleared with the installer.



Installing to Brick

Material:

Like cinderblock, we use **3M Scotchcal 8624**, and are testing **3M480**, meant for textured surfaces.

Power-wash and allow to dry for 48 hours before install. Dirt, debris, and bugs (yuck!) can get stuck in brick's crevices, so you'll want to be sure it's all clean to allow the vinyl to stick properly.

Pre-Install:

Any **large gauges or holes** will cause a problem when it comes to vinyl's life expectancy. Air or water could get in behind the material and start lifting and peeling.

Nicks and grooves will **show** through the material.

Let us know if there are any **pipes or outlets** we need to work around.



Installing to Painted Cinderblock

Material: Like installing to brick and cinderblock, we use **3M Scotchcal 8624**, and are testing **3M480** to install to painted cinderblock.



Pre-Install: Same rules as painted drywall apply: **prime, sand, paint, and use semi-gloss finish**. Allow to **dry at least 7 days**. Remember: holes and cracks could cause material to lift and peel, and any grooves or indents will show through the material.



Installing to Concrete

Material:

We use **3M 8624** Adhesive Vinyl or **3M LX480CV3** Adhesive Vinyl for concrete installations.

Pre-Install:

Please be sure to **power wash** all areas prior to installation. There is a good chance the graphics will come up if not properly prepared for.

Note any **imperfections** (cracks or large gauges in the concrete) **won't be covered.**



Installing to Metal

Material:

We use Avery Permanent/Removable Adhesive Vinyl, **3M IJ-40**, **3M IJ-180**, **3M-8624**, or **3M LX480CV3**.



Pre-Install:

Be sure to **clean the surface** thoroughly. Note that metal **expands and contracts** in different weather. When determining which material to use we need to be sure it can **stand up to the elements**.



Installing to Tile

Material:

We use **3M IJ-180** adhesive vinyl, **3M 8624** Adhesive vinyl, or **3M LX480CV3** Adhesive Vinyl.

Pre-Install:

Keep in mind that the vinyl will **take shape of what it is installed to**, so grooves in the tile on your wall will prevent vinyl from lying flat.

Make sure that you've **cleaned the surface** and **no loose grout** is left behind. Note any cracks or grooves.

Installing to Wood

Material:

Installing to wood depends on whether the surface has been primed or not. We use **3M 8624 or 3M LX480CV3** to install to rough, unfinished wood, and a **number of adhesive vinyls** to install to primed wood.

Pre-Install:

Note whether the wall graphic will be **indoors or outside**. This will determine whether a laminate is used.

If the wood has been primed
– make sure it has been **fully primed** (no splinters) and has been **thoroughly cleaned**.



Your Wall Graphic File

Do you have a design prepared?

Is it **scaled to size**, or do you need some help?

We're happy to **assist with your file** (and even your design!), but please note that we charge for design time - typically **\$25 for every 15 minutes** somebody is working on your file.

If we anticipate it to take a longer time than usual, though, **we can work with you** on rates.

What to Expect on the Big Day

Your files are in, site survey has been completed, and wall graphics are hot off the presses...**now what?**

Leave the Tools to Us

You can **expect our installer to bring:** a ladder, paper towels, cleaning solution, squeegee, rivet brush, heat gun, heat roller, level, knife and straight edge for trimming, phone/camera for photos, trash bags, and blue tape.



Installation Process

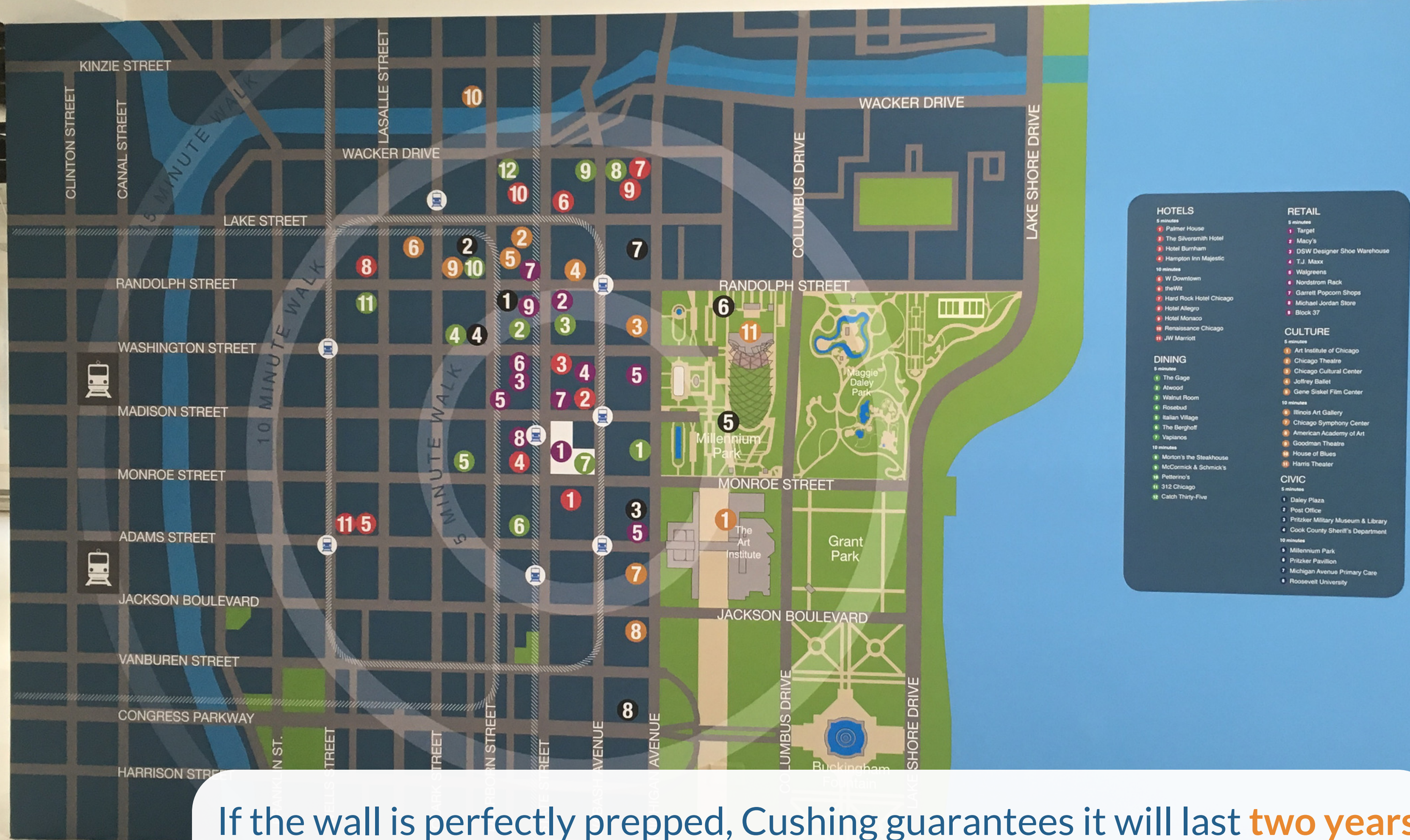
Upon arrival, a member of our team will **clean the surface** of the wall before installing the graphic. Typically, we'll hang the panels with **blue tape** before exposing the adhesive back. This helps us to determine where everything **lines up** and ensures that it fits properly on the surface.

If the surface of the wall is rough, we'll be installing using a **heat roller** (a heat gun attached to a tool that will roll over the graphic to activate the adhesive).

If we are installing to a smooth surface we'll use a **squeegee** to smooth out the graphic.

We may also use a **rivet brush** to get the vinyl into crevices and help it "get into the groove".

How Long Will the Graphics Last?



If the wall is perfectly prepped, Cushing guarantees it will last **two years** (maybe longer). If you find damage to your graphics before two years are up, Cushing will go out and inspect them. If we find that something went wrong on our end, **we will replace the graphics.**



Caring For Your Wall Graphics

Caring for your wall graphics post-installation should be **very easy**.

Obviously, picking and kicking at the graphics is a no-no (believe us, it's happened before).

Your wall graphics **shouldn't get dirty** unless something is spilled on them.



Don't use any harsh chemicals (like Windex or alcohol) to clean your wall graphics. This is important because the chemicals could seep into the laminate and work their way into the ink. **A little water and gentle soap** go a long way if the wall gets dirty.



Love Your New Wall Graphics?



We're so glad! **Thank you for reading our wall graphics ebook!** If you know anyone who is looking for a creative partner, please let us know. We can't wait to exceed their expectations! Did you know that Cushing will give you a \$25 restaurant **gift card for your referral?**

Learn more about our referral rewards program **here.**

