

Guide Specifications for Designers and Specifiers: This document specifies IdeaPaint™ PULL Magnetic Wall Covering by IdeaPaint, and is provided for your use in CSI 3-Part Format. For further assistance, call 617.714.1052 📞, email us at [design@ideapaint.com](mailto:design@ideapaint.com) or visit our website at [www.ideapaint.com/design](http://www.ideapaint.com/design).



SECTION 09727 09727  
WALLCOVERING  
**(IdeaPaint™ PULL Magnetic Wallcovering)**

PART 1 GENERAL

1.1 SECTION INCLUDES

A. This Section specifies field-applied Wallcovering – PULL Magnetic Wall Covering by IdeaPaint®– (*IdeaPaint® PULL Magnetic Wallcovering*)

1.2 RELATED SECTIONS

A. Section 09910 - Paints: Preparation of substrate surfaces; painting of PULL Magnetic Wallcovering.

1.3 REFERENCES

- A. ASTM E84 - Test Method for Surface Burning Characteristics of Building Materials.
- B. International Association for Research and Testing in the Field of Textile Ecology - Oeko-Tex Standard 100.

1.4 SUBMITTALS

- A. Section 01300: Submission procedures.
- B. Samples: Submit 8 ½" x 5.5" samples of PULL Magnetic Wallcovering.
- C. Test Reports: Submit product data sheets for each PULL Magnetic Wallcovering indicating flame (ASTM 84E) and smoke development ratings test results performed by ASTM certified laboratory.
- D. Manufacturer's Installation Instructions: Verify receipt of IdeaPaint installation instructions. Indicate any areas requiring special procedures, perimeter conditions requiring special attention, etc.

## 1.5 APPLICATOR/CONTRACTOR QUALIFICATIONS

- A. Applicator/Contractor: Company experienced in the application of PULL Magnetic Wallcovering with minimum 5 years' wallcovering experience or approved by IdeaPaint.

## 1.6 DELIVERY, STORAGE, AND HANDLING

- A. Section 01600: Deliver, store, protect and handle products to site.
- B. Store PULL Magnetic Wallcovering rolls, still in unopened manufacturer's boxes, vertically on end. After rolls have been opened and store horizontally with foam edge protectors in place.
- C. Store substrate sealer and other coating according to manufacturer's written instructions within a well-ventilated area.
- D. Inspect materials on site to verify acceptability. Verify that all boxes are marked with correct pattern number as indicated on shipping receipt. Report any damaged boxes or rolls immediately to IdeaPaint.

## 1.7 EXTRA MATERIAL

- A. Any unused material (other than scraps) should be rolled, wrapped and placed into original manufacturer box with clearly identifiable label indicating pattern number and approximate length remaining on roll.

## PART 2 PRODUCTS

### 2.1 MANUFACTURER

- A. Manufacturer: IdeaPaint, 40 Broad Street, 1<sup>st</sup> Floor, Boston, MA 02109, telephone 617-714-1050, fax 617-714-1080, website [www.ideapaint.com](http://www.ideapaint.com).
- B. Paint Manufacturer: as indicated in paint specifications (indicate your paint specification here with manufacturer, finish and color choice – for Writable Magnetic Application – Specify CREATE white, CREATE clear or Pro by IdeaPaint per manufacturer's instructions)
- C. Substitutions not permitted

### 2.2 MATERIALS

- A. IdeaPaint PULL Magnetic Wall Covering

- B. See attached product data sheet (MSDS Sheet to be attached via e-mail)
- C. Adhesive: (specify commercial clear heavy-duty wallcovering adhesive per manufacturer's instructions).
- D. Substrate Filler: compatible with substrate.

## PART 3 EXECUTION

### 3.1 EXAMINATION OF WALLS AND MATERIALS

- A. Section 01600: Verify site conditions.
- B. Verify that substrate surfaces are prime painted, sealed and ready to receive work, and conform to flatness and smoothness requirements of the wall covering manufacturer.
- C. Inspect wall surfaces for moisture content. Do not apply coverings if evidence of moisture on surfaces exists or is suspected.
- D. Inspect flatness of wall surfaces and verify that there are no significant uneven areas.
- E. Inspect Hi Tech Magnet Deco Rolls. Report and reject damaged rolls before cutting or beginning installation.

### 3.2 SURFACE PREPARATION

- A. Prepare wall substrate to requirements of Section 09910-

or similar to our standard docs. Example:

1. Remove hardware, accessories, plates and similar items to allow wallcovering to be installed.
2. Inspect to make certain surface acceptable and then wipe all dust. Paint product is a high gloss coating; imperfections and visible seams will telegraph.
3. Paint (if applicable): If changing surface color, apply preferred latex paint color to a dry, clean primed surface. Sherwin Williams SuperPaint® recommended for all-in-one primer and paint products. Allow latex top coat to dry for at least 24 hours prior to applying IdeaPaint CREATE CLEAR.
4. Clean: Wipe surface with a clean, damp cloth to remove dust and environmental debris. Allow surface to completely dry.
5. Ventilate area thoroughly to aid in curing process and to dissipate mild odor. Allow a high percentage of outside air into current ventilation.

### 3.3 APPLICATION

- A. Apply adhesive and **Hi-Tech Magnetic glass fleece** in accordance with Instructions.
- B. Apply adhesive to wall surface or back-side of PULL Magnetic Wallcovering if using pasting machine application immediately prior to hanging of wallcovering.

- C. Apply PULL Magnetic Wallcovering, without wrinkles, gaps or overlaps. Butt edges tight.
- D. Horizontal seams are not acceptable unless approved prior.
  - a. Applying to outside corners; it is not recommended or possible to apply PULL Magnetic Wallcovering continuously around a corner.
  - b. For corners Magnetic Wallcovering must be cut and finished carefully around corners. Corner Gaurd tools recommended.
- E. Install Magnetic Wallcovering before installation of any new baseboards, cabinets, hardware, or items attached to or spaced slightly from wall surface.
- F. Do not install Magnetic Wallcovering more than 1/4 inch below top of resilient base.
- G. Cover spaces above and below windows, above doors, in sequence from roll.
- H. Remove excess wet adhesive from seam before proceeding to next covering strip. Wipe clean with dry cloth.
- I. Allow wall covering and adhesive to dry thoroughly before painting.
- J. Apply finish coat to requirements of Section 09910.

#### 3.4 CLEANING AND MAINTENANCE

- A. Section 01700: Submission procedures.
- B. Clean PULL Magnetic Wallcovering of excess adhesive, dust, dirt, and other contaminants.
- C. Reinstall wall plates and accessories removed prior to work.

#### 3.5 PROTECTION OF FINISHED WORK

- A. Section 01700: Protect finished Work.
- B. Do not permit work at or near finished wall covered areas.
- C. Touch up and restore damaged or defaced painted surfaces

Last Updated: 5/6/2015  
**END OF SECTION**