



writeLITE & writePROLITE (self adhesive film)

installation instructions

product description

This document references the manufacturer's WriteLite Whiteboard films as the "Product". This product is a unique architectural finish with a writable and erasable surface that can be used to convert flat interior surfaces into creative, collaborative environments. For product specific information, please refer to the relevant Technical Data Sheet.

application characteristics

Acceptable Surface contours: Smooth, flat or simple curved surfaces; many of the products can be applied to 3-dimensional surfaces. Please refer to Considerations for Design Selection in the applicable Product Technical Data Sheet.

Recommended application temperature: 54° to 100°F (12° to 38°C).

Adhesive: Pressure sensitive acrylic adhesive.

Removal: Removable with heat at 176° to 212°F (80° to 100°C).

surface definitions

Substrate: The supporting wall structure, such as wood, wallboard, brick, concrete block, stucco, or metal.

Application Surface: The actual surface to which a Product is applied. This may be a bare substrate or a finish on a substrate, such as paint, varnish, putty, or laminate.

Porosity: Some substrates are porous, so Product may appear to adhere well initially, but adhesion decreases significantly over time. An appropriate product should be used to seal porous surfaces.

Sealer: A coating applied to a substrate to seal a porous surface.

Below are some terms that describe the surface's tactile feel, which has a significant effect on Product choice, ease of application, and adhesion. A very smooth application surface will have the best Product adhesion and coverage. For unsmooth substrates, consider using a Product with more visual design and/or embossed texture.

- **Very smooth:** No surface variation, such as glass. Allows for the easiest Product application.
- **Fairly smooth:** Little surface texture, such as painted wallboard. Allows for easy Product application and good adhesion, but texture may show through some Products. A Level 5 Gypsum Board Finish (ASTM C840) is an example of a "fairly smooth" surface.
- **Unsmooth:** Has obvious visual and tactile surface variations, such as concrete block, brick, textured wallpaper, etc. Product may not adhere well because its adhesive does not have full contact with the surface. In addition, the surface's texture will show through almost all Products. See the Sections below on Adhesion Promoter and Surface Preparation.



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Inspect, Repair and Prepare the Application Surface changing application surface texture

There are many products available to make textured surfaces smooth, but they permanently change the application surface and any underlying substrate. Work with your supplier to identify one that is compatible with your application surface and any underlying substrate. Apply it as directed by its manufacturer. Allow it to dry thoroughly. Finally apply the desired surface finish and allow it to cure thoroughly before Product application.

material review

Measure wall and determine location of first strip of material (usually horizontal at 30" from floor). Once first strip is installed, please stand back and inspect. If any material or installation issues are visible or arise, please call your distributor for further instruction before proceeding.

NOTE: Manufacturer liability for product and labour is limited to the replacement of the initial strip only. Manufacturer is not responsible for any substrate damage.

common interior wall problems

The following conditions can affect Product adhesion and performance. Be sure you address each one before installing Product.

- Level 5 Gypsum Board Finish is required for application (refer to ASTM C840).
- Too much surface texture.
- Poor bond between the paint, finish or wall covering and the substrate.
- Inconsistently applied surface finish.
- Surface finish that is "outgassing." As a surface finish dries, it releases certain gases until it is fully dried and cured. Applying Product before that process has finished can result in lifting, bubbles, and premature Product failure.
- Patched areas that are not smooth and/or have not been sealed.
- Moisture behind or on the application substrate, often due to dripping or condensation, which may not be obvious at Product installation. This may include but is not limited to: substrates near or under cooling systems, water pipes, covered windows and uncovered windows.
- Any type of contamination (including dust, dirt, oil, food, vehicle exhaust, etc.) that has not been properly cleaned before Product installation.



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repairing damaged surface

Repair any damage such as holes, loose wallboard joints, and chipped or peeling paint.

- Smooth by sanding and/or using an appropriate filler. Assure that any filler is fully cured before proceeding.
- Seal the surface with primer and a finish, such as paint or other sealant. Two coats may be needed. Follow the manufacturer's recommendations for surface preparation and chemical application.
- When painting a surface, use a high quality, semigloss paint, not a matte paint or paint with silicone, graffiti-resistant or texturizing additives.
- Allow the surface to cure thoroughly before Product installation.

poor substrate bonding to surface finish or wall covering

If the surface finish or wall covering's bond to the application surface is not excellent over the entire application area, the Product may not adhere properly and may have a poor finished appearance.

- Where possible, repair a poorly bonded surface finish as you would a damaged surface.
- For poorly bonded wall coverings, the optimal solution is to remove it, clean and repair the substrate, apply primer and paint or another finish, and allow to cure.

clean the application surface

Dust and other contaminants on the application surface can prevent the Product from adhering properly. Clean the application surface immediately before applying Product, giving special attention to edges, corners and trim.

- For most surfaces, wash with a solution of detergent and lukewarm water. Rinse thoroughly and dry. Avoid soaps or preparations that contain waxes, oils or lotions.
- For stubborn grease or exhaust contamination, trisodium phosphate cleaner may be needed. Use according to the manufacturer's recommendations.
- Smooth poured concrete walls may require power washing or hand washing with a stiff brush and a detergent cleaner followed by a clean water rinse to remove grease and/or exhaust contaminants. Allow the surface to dry thoroughly (at least 24 hours) before Product application.
- Even if a surface is freshly painted or finished, dust it immediately before Product application using a soft, clean, lint-free cloth.



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Adhesion

initial and final adhesion

An adhesive-backed Product will have both initial and final adhesion. Adhesion will vary depending on the surface type and texture, installation conditions and techniques, and Product exposure conditions, any of which can prevent a Product from achieving a full bond to the application surface.

- **Initial Adhesion** is the bond needed to hold the Product in place during installation. A good initial adhesion requires that a substantial portion of the adhesive be in contact with the application surface.
- **Final Adhesion**, or maximum bond, is achieved in 24 to 48 hours after Product application. A good final adhesion requires all of the following: a suitable substrate with an optimal surface, correct Product installation techniques, and Product exposure conditions within those stated for the Product.

adhesion considerations

- An adhesion promoter may aid in Product adhesion. See Adhesion Promoters in the following section.
- If Product is stretched during application, it may shrink later, which decreases adhesion. Using an adhesion promoter may minimize shrinkage.
- Product must retain some flexibility to achieve maximum adhesion.

Adhesion Promoters

Using an adhesion promoter can significantly increase a Product's adhesion, making it easier to apply a Product to challenging surfaces. Adhesion Promoter also helps minimize the shrinkage of applied Product. However, before using an adhesion promoter, consider these points: the adhesion promoter may permanently damage the application surface; Product will be more difficult to reposition on the surface due to enhanced adhesion; and Product removal will be more difficult and may cause additional substrate damage, if attempted.

using adhesion promoter

- Adhesion promoter is recommended at Product overlaps, ends or edges, such as under a butt joint, and wherever Product is stretched, such as at a sharp radius.
- If the application surface temperature is below 50°F (10°C), allow the water based adhesion promoter to dry at least 2 to 3 hours before Product installation. At warmer temperatures, allow the water based adhesion promoters to dry at least 15 to 30 minutes before Product installation.
- Adhesion Promoters are often not needed on flat or high energy application surfaces, such as metal or paint.



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adhesion promoter properties

The following table contains general properties of adhesion promoters and general substrate types where useful.

Adhesion Promoter Properties	WP-2000 (Water-based)	Primer 94 (Solvent-based)
Type	Synthetic Rubber	Acrylic
Container Size	4 liter	Multiple sizes
Usage	Optional dilution with maximum 4 parts water	Do not dilute
Coverage	135 - 270 sq. ft./gal. (12.5 - 25.1 sq. meters/liter)	600 sq. ft./gal. (14.7 sq. meters/liter)
Color	Blue	Clear light yellow Clear dark orange
Solids	48%	6%
Viscosity	2400 cps (mPa-s)	1-10 cps (mPa-s)
Compatible Substrates	<ul style="list-style-type: none"> - MDF (w/sealer) - Gypsum board (w/sealer) - Metals - Plastics - WriteLite Films 	<ul style="list-style-type: none"> - Coated metals - Plastics - WriteLite Films

WP-2000 undiluted for testing



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adhesion compatibility with application surfaces

The following table contains peel adhesion information for the Product peeled from various surfaces. A number of surfaces have acceptable adhesion without the use of adhesion promoter. Examples of increased adhesion with adhesion promoters on certain surfaces is presented. Surfaces vary widely, so adhesion should be assessed for each customer substrate.

Test specimens were applied to the substrate and conditioned at 68°F (20°C) for 48 hours, then peel tested at 180 degrees at a tensile speed of 12 inches (300mm) per minute.

Substrate	Application Surface	Adhesion Promoter		
		NO ADHESION PROMOTER lbs/in. (N/25mm)	WP-2000 (waterbased) lbs/in. (N/25mm)	Primer 94 (solvent-based) lbs/in. (N/25mm)
Wood	MDF (w/ sealer)	2 (7) ○	11 (51) ○	4(18) ○
	Painted MDF	4 (20) ●	12 (52) ●	7(31) ●
Boards	Gypsum Board (w/sealer)	2 (7) ○	8 (35) ○	4(19) ○
Metals	Aluminum	11 (47) ●	11 (48) ●	11(47) ●
	Anodized Aluminum	5 (23) ●	13 (56) ●	11(49) ●
	Stainless Steel	6 (26) ●	13 (56) ●	6(28) ●
Glass	Glass	6 (26) ●	13 (58) ●	6(26) ●
Plastics*	ABS	6 (28) ● dark orange	13 (56) ● dark orange	10(44) ●
	Acrylic	5 (22) ●	12 (54) ●	10(43) ●
	Polyester (PET G)	7 (29) ●	11 (51) ●	10(45) ●
	Polypropylene	1 (2) ○	4 (17) ○	4(20) ○
	Polyethylene	1 (3) ○	5 (21) ○	1(3) ○
	Polycarbonate	6 (28) ● - Plastics - DI-NOCC™ Films	12 (53) ● - Plastics - DI-NOCC™ Films	10(44) ●
	WriteLite Film**	5 (24) ○	11 (49) ○	9(42) ○

- Acceptable adhesion
- Fails in adhesion

* Bubbles may appear under film due to outgassing if plastic substrate is not fully cured before application.

** Due to additional stress from wrapping WriteLite, use of an adhesion promoter is highly recommended.

NOTE: WP-2000 undiluted for testing



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Application Procedure

general method

These are the general Product application steps. An experienced Product applicator's techniques may vary.

1. Only use a dry application method.
2. For the most successful application, the environment and substrate should be 60°–82°F (15°– 38°C).
3. Roll back a few inches of the Product liner from the Product's top. To avoid stretching Product, always remove the liner from the Product, not the Product from the liner.
4. Align the Product and use a finger to tack it to the substrate. **See Figure 1.**
5. Use care not to close off the Product's air release channels. Starting in the Product's center and using firm pressure, squeegee the Product, stroking toward the closest edge. Work across the Product to each outside edge. **See Figure 2.**
6. Remove several more inches of liner, and while maintaining about a 45 degree angle with the squeegee, stroke downward. Work across the Product to each outside edge.
7. Continue in this manner to apply the rest of the Product. **See Figure 3.**

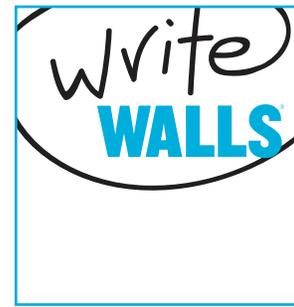


Figure 1.



Figure 2.

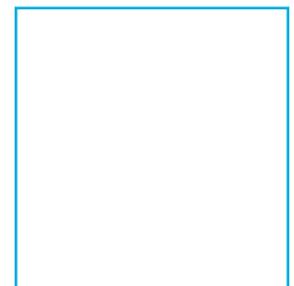


Figure 3.



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finishing product edges

Usually, the Product's outer edges have the least adhesive bond. To finish the installation properly, heat and resqueegee the edges. To do this:

1. Set a heat gun to 150°F (66°C), hold the gun about 1 inch (25 mm) from the Product.
2. Heat a few inches of the Product edges for 1 to 2 seconds.
3. Immediately resqueegee the heated edges.
4. Continue until all Product edges are well sealed.

NonStandard Application Techniques

These are the general Product application steps. An experienced Product applicator's techniques may vary.

color matching & seaming of adjacent product panels

If two or more panels of the same Product will be applied adjacent to one another, the following techniques will assist in obtaining uniform day time color and transmitted night time appearance.

create an overlap and double cut seam

This technique is not recommended for 3-dimensional or curved surfaces, for which a standard overlap is recommended.

1. If the same Product will be used on each side of the overlap and double cut, be sure to use Product from the same roll or lot.
2. Apply adhesion promoter to the substrate for 1/2 inch (1.3 cm) on either side of where the joint line will fall. Allow to dry.

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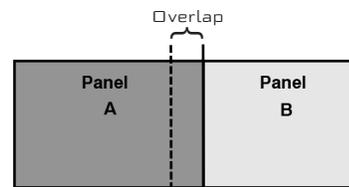


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create an overlap and double cut (...continued)

3. On the Product side where the joint will be, leave 1/2 inch (1.3 cm) of Product liner on Panel A. **See Figure 4.**
4. Apply Panel A.
5. Apply Panel B overlapping Panel A by 1/2 inch (1.3 cm).
6. Use a straight edge to cut through the overlap's center.
7. Remove the Product liner and any excess Product.
8. Firmly squeegee the joint. Then continue applying Panel B, always working from the joint to the unapplied opposite edge.



Cut through both layers of Product.

Figure 4.

trimming

Certain Product areas are more likely to be damaged, such as areas around doors, openings (like vents), and wall corners. Trimming Product from the edge may reduce the risk of this damage. After application, resqueegee all Product edges to help ensure good edge adhesion. **See Figure 5.**

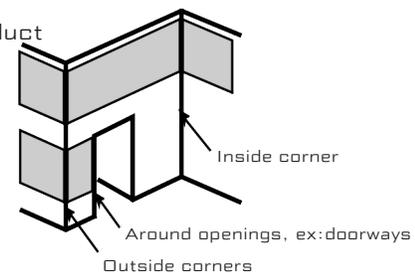


Figure 5.

wrap product around complex structures

Apply Products to complex structures, such as door jams, as follows. **See Figure 6.**

1. Apply Product to largest areas first.
2. Apply adhesion promoter to surfaces that require Product wrapping around an edge.
3. Wrap Product strips around individual parts one at a time. Using a single Product piece usually results in Product wrinkles.
4. Be sure to cut Product strips wide enough. Wrapping often takes more Product than expected.
5. Overlap the joints on inside corners.

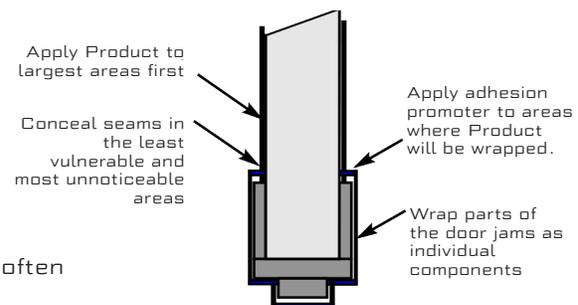


Figure 6.

Use Heat to Conform Product Around Difficult Features

You can improve many Products' conformability by heating them with a heat gun for 1 or 2 seconds and then immediately working the area with a squeegee. This technique also helps to get good edge adhesion on overlaps.



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removing product

Although Products may be removed, application techniques and adhesion promoters increase adhesion, so clean removal without substantial damage is unlikely. Instead of removal, the manufacturer recommends applying new Product or new surface covering over existing Products. The following removal techniques can be tried, but effort and results will vary:

1. Make Product cuts about 4 inches (10 cm) apart, assuring no damage to the substrate.
2. Use a hairdryer or heat gun set to 176°F - 212°F (80°C - 100°C) to soften Product adhesive.
3. Immediately pull the heated section of Product down at about a 150 degree angle.
4. Heat more Product and continue pulling.

storage and shipping

- Store in a clean, dry area at an ambient temperature of 95°F (35°C) or less.
- Protect from excessive moisture.
- Protect from direct sunlight.
- If rerolled, roll with the film side facing out on at least a 3 inch (76mm) core.

technical information

Technical information and data, recommendations, and other statements provided by the manufacturer are based on information, tests, or experience which the manufacturer believes to be reliable, but the accuracy or completeness of such information is not guaranteed. Such technical information and data are intended for persons with knowledge and technical skills sufficient to assess and apply their own informed judgment to the information. The typical values shown should not be used for the purpose of specification limits.