



TECHNICAL ASSISTANCE

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TA2500 (04/05)
Approved J.S.

Pressure Sensitive Graphics in Drywall Applications

Pressure Sensitive graphics in drywall applications are difficult at best for a range of reasons;

- 1) Drywall is an extremely porous surface and sealing it up is difficult yet critical.
- 2) New drywall (anything less than one year old is considered new) has to do alot of moving as the new building settles.
- 3) New drywall will shrink an extreme amount resulting in lifting graphics. This is because it has fairly high moisture content from the manufacturing process.
- 4) New drywall will outgas same reason as above.
- 5) Even with the best of conditions a failure rate of 10 - 20% is not unusual according to customers that have been doing this for years.

To give the best chance of success we recommend the following:

- 1) Use an alcohol-based primer (B.I.N. Zinsser is an example of one), because it dries very fast and has fairly high solids content for sealing porous surfaces. If not available an alternative is to use an inexpensive latex paint, semi gloss or satin, never matte or high gloss. Alcohol primers dry within 24 hours, allow a full week for paint to cure.
- 2) A week after priming the surface, wash down the walls (dust will form in a very short time) just prior to applying the graphics.
- 3) Never apply wet (no application fluids)!
- 4) Allow sufficient time for the adhesive to build to an ultimate bond before removing any application tape. Typically 1 hour is sufficient. More is better.
- 5) Burnish the edges down really well.
- 6) Do not stretch the graphics during the application.

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