



DURABLE & PROTECTIVE
WALLCOVERING
YOU CAN CUSTOMIZE

CINCH® MAGNETIC WALL COVERING TECHNICAL DATA SHEET & INSTALLATION INFORMATION

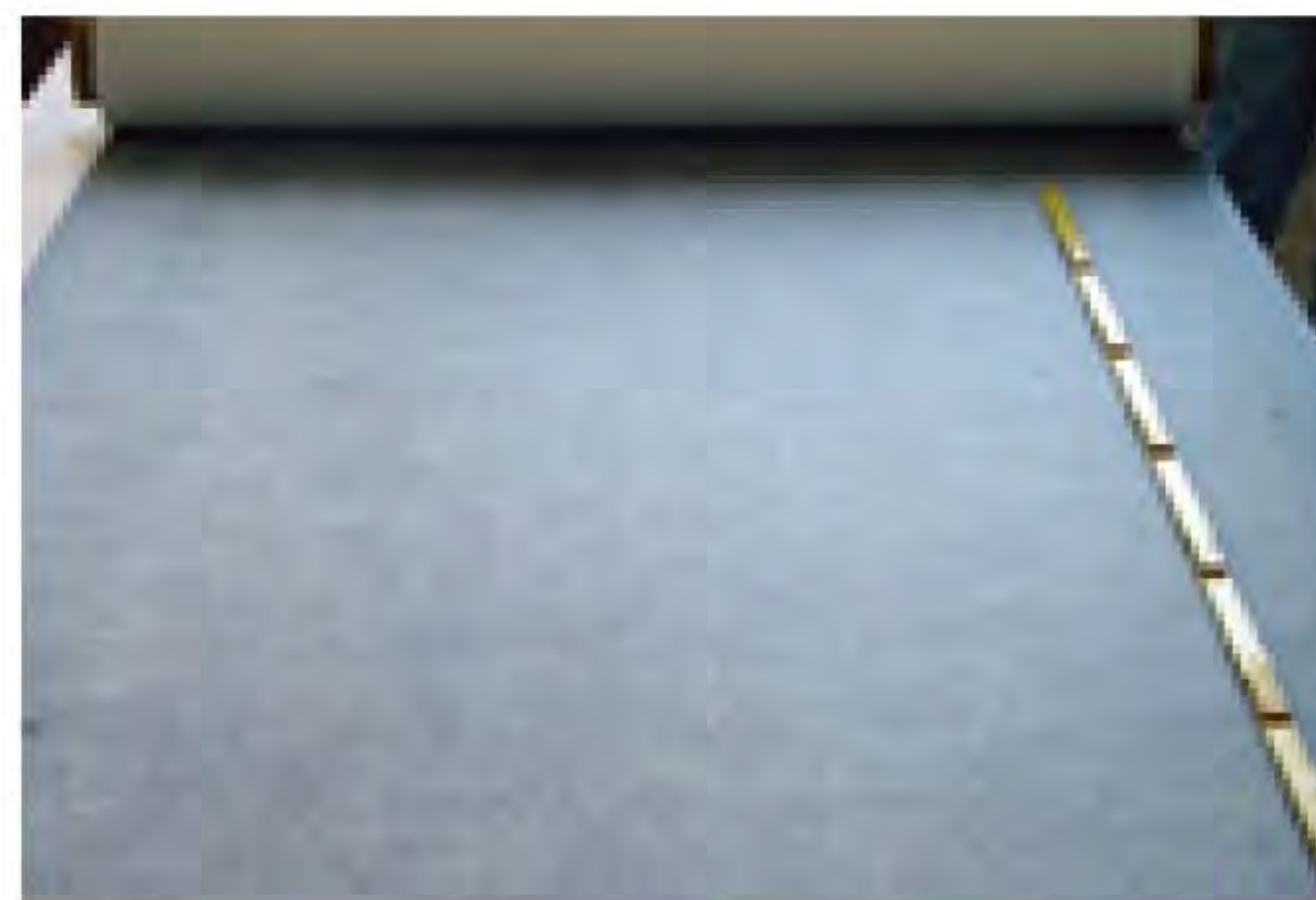
APPLICATION

Important for all products:

Do not apply when temperature is less than 45° F. Only use products with the same serial number on adjacent surfaces (printed on the outside of the box). Sheet length = wall to ceiling measurement plus 10 – 20 inches. Cut off excess cleanly.

IMPORTANT FOR CINCH MAGNETIC WALL COVERING

Always roll Vitrulan CINCH Magnet in the direction in which it was rolled (packaged); never bend or roll the product in its opposite direction. The visible side (white) will show damage if it is rolled out incorrectly!



1. Application with adhesive for CINCH® Magnetic Wall Covering

Apply sufficient latex adhesive with a paint roller or airless spray-gun evenly to the wall over a width of two drops (6-feet) Observe the adhesive manufacturer's instructions for application. At normal room temperature (65°) the drying time is 24 hours.

Note: Floor to ceiling applications – we suggest using a clay based adhesive due to weight of fabric.

Recommended Adhesive Coverage: 300 s/f per gallon

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2. Paste with butt-joint

The sheets must have very good contact near the seams. At first the new length (drop) is laid with just 1 mm (1/2") overlap on the previous length (drop). The woven edge of the new length (drop) is then pushed back far enough for the edges to be butted closely together. Press the second length down firmly to avoid bubbles.



3. Press on and cut off

Apply enough pressure with a wall covering squeegee over the entire area to remove bubbles. Push the excess carefully into the corners and trim along the edges of the wall covering squeegee or cutting ruler using a sharp bladed cutter. Applying to the outer corners; it is **not** recommended or possible to apply CINCH® Magnetic Wall continuously around a corner. For corners CINCH Magnetic **must be cut and finished with Vitrulan wall corner guards.**

4. Coating (Undercoat)

1st Coat: apply a light and even coat of specified Vitrulan Undercoat after CINCH has fully dried.

2nd Coat: apply a second light and even coat of specified Vitrulan Undercoat after 1st coat has completely dried.

As many as seven (7) additional coats of paint do not have a negative effect on the magnet action.

5. Substrate preparation

The substrate must be dry, clean, smooth and stable. Remove old wall coverings and coatings. Smooth any stable substrates that are rough or uneven; fill any holes with joint compound or appropriate filler. Ideally the substrate is prepared in such a way that any imperfections or small uneven depressions can be avoided. Marks left by prep work should be $\geq 1/16"$. Porous substrates should first be treated with a suitable primer. Remove any mold or fungus and treat according to guidelines.

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Preperation Suggestions

SUBSTRATE	PREPERATION
Exposed Concrete	1. Remove course roughness 2. Apply several Coats of leveling finisher 3. Sand and prime
Porous Concrete	1. Clean (scrape, sand) 2. Fill large holes 3. Sand and prime
Old Plaster Walls	1. Remove roughness (scrape, sand) 2. Repair/ Prime surface 3. Sand and prime
Wallpaper/ Vinyl	1. Loosen and strip wall covering 2. Scrape off 3. Fill in damaged areas 4. Sand and Prime
Gloss Paint Coatings	1. Roughen surface (sand) 2. If necessary, apply keying primer
Wood, Hardboard	1. Insulate the substrate, sand if necessary 2. Smooth fill 3. Sand and prime
Ceramic Tiles / Cinder Block	1. Clean and degrease tiles 2. Apply keying primer (etching primer for ceramic/glass) 3. Completely fill any joints and surfaces 4. Sand and prime
Rusty Steel / Metal Surfaces	1. Remove rust from surfaces 2. Apply anti-corrosive primer

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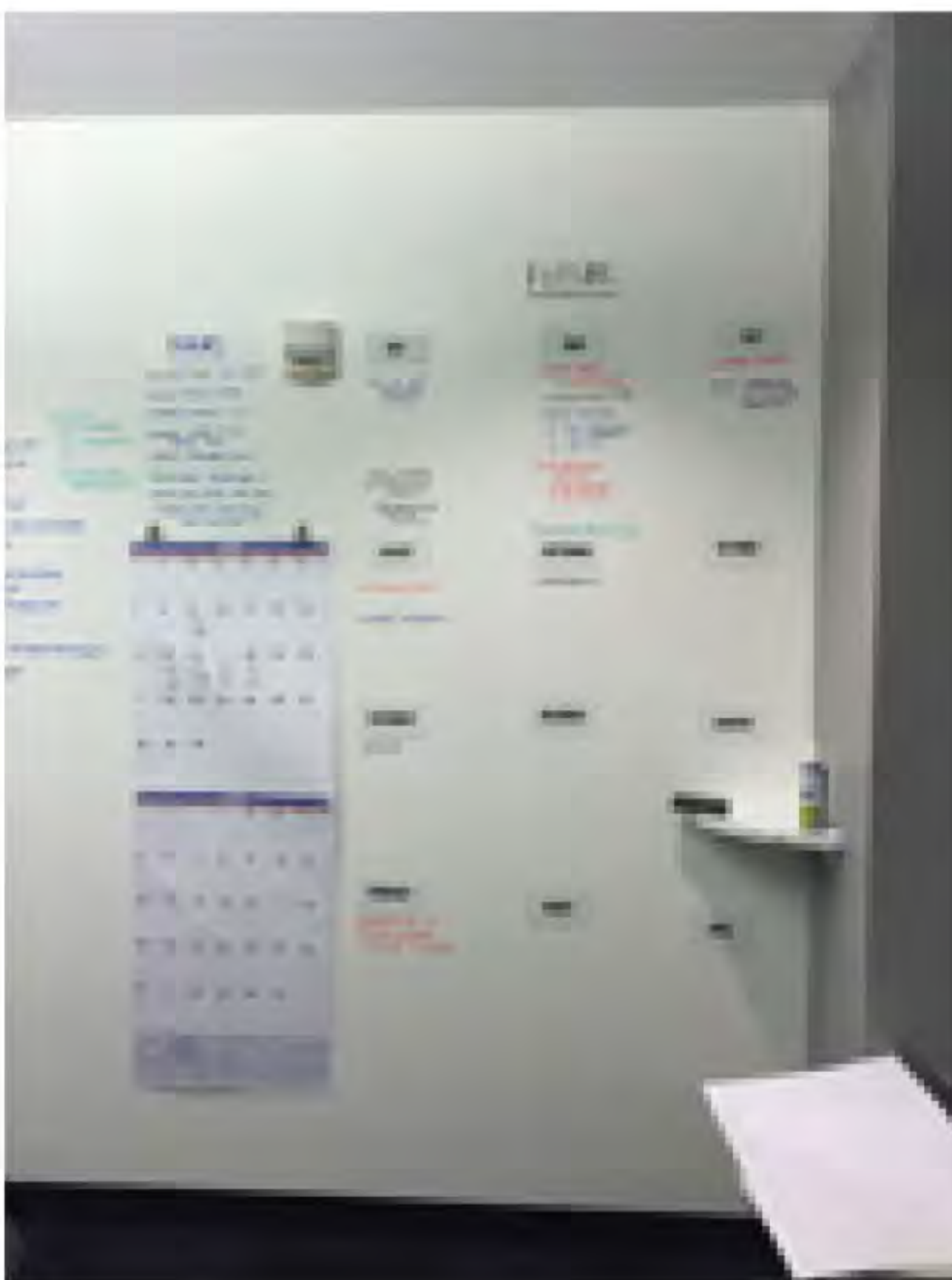
Application Tips and Tricks (Double Cutting):

Vitrulan recommends refraining from double cutting applications of CINCH® Magnetic Wall Covering during standard installation. However should the need for *double cutting* arise, please follow the following installation guidelines:

General Installation of the CINCH double cut edge:

Apply lengths with an overlap of at least 1 ½ -2" (3-5cm). Cut through both fabric lengths from the top down with a **sharp** cutter. We recommend using a wall covering rail (preferably metal) for an even vertical cut. Remove streaks and granulated residue from the double cut. Join trimmed edges. Immediately remove excess adhesive from the front side of the product with a damp sponge.

TIPS & TRICKS



- **Make sure CINCH is hung with the "white" side facing out!!!!**
- Make sure you work with a sharp blade when cutting both CINCH textile lengths. Perform the *double edge cut* with moderate pressure to avoid damaging the fabric surface.
- Since the CINCH magnetic wall covering is thicker than normal products, excess lengths of product may arise, this excess can be corrected, on the m-22 smooth only, by lightly sanding the seam area, using 400 or higher grit sand paper.
- Should gaps arise at the seam area, we recommend filling these with fine grained filler and lightly sanding the m-22 smooth only, using a 400 or higher grit sand paper being careful not to remove the facing. Dust or wipe area after sanding to remove any residue.
- It is recommended that the affected areas be coated twice with a primer to provide a uniform surface.

- **Note:** an invisible seam pattern is extremely difficult if performing a double cut edge with CINCH m-239 textured product. It can be improved by use of an acrylic caulk at the joint.

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Technical Parameters/Roll Style:

PRODUCT	APPROX. WEIGHT: OZ. PER S/Y	APPROX. WIDTH	LENGTH IN FEET	PATTERN REPEAT
CINCH Magnetic Wall Covering m-22 <i>(smooth) includes 5 conical magnet pins</i>	18.5	37"	17'	Free Match
CINCH Magnetic Wall Covering m-22 <i>(smooth) includes 10 conical magnet pins</i>	18.5	37"	34'	Free Match

General Note:

The use of glass fibers can disturb the top layer of skin which can lead to irritations in sensitive individuals. Substances which can cause allergies or are questionable are not used in the manufacture of Vitrulan products, as classified by Öko-Tex certification as well as TÜV Nord's confirmation of its suitability for people who suffer allergies.

Important:

Despite strict quality control procedures, the nature of production means that small faults can occur. These are marked at the edge of the material, and are compensated by an additional 0.5 meter length (18 inches). Claims made after more than 10 drops have been laid out will not be considered.

Storage:

Store all rolls in a clean and dry location.

Properties:

The CINCH Magnetic Wallcovering is woven of glass yarn, and combines outstanding technical properties of Vitrulan products with a special supplementary function for special room uses. It is a particularly fine example of the level of innovation embodied by Vitrulan GmbH.

All Vitrulan wall coverings have flame spread certification in accordance with DIN EN 13501-1:2007 and meet class b-s1, d0. Thanks to its high quality, CINCH Magnetic Wallcovering meets Öko-Tex Class 1 and Class A-1 per ASTM E84-11a. The back of the CINCH has a metallic coating. Standard, commercially available magnets therefore adhere directly to the wall covering. CINCH is applied using conventional wall adhesive techniques.

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