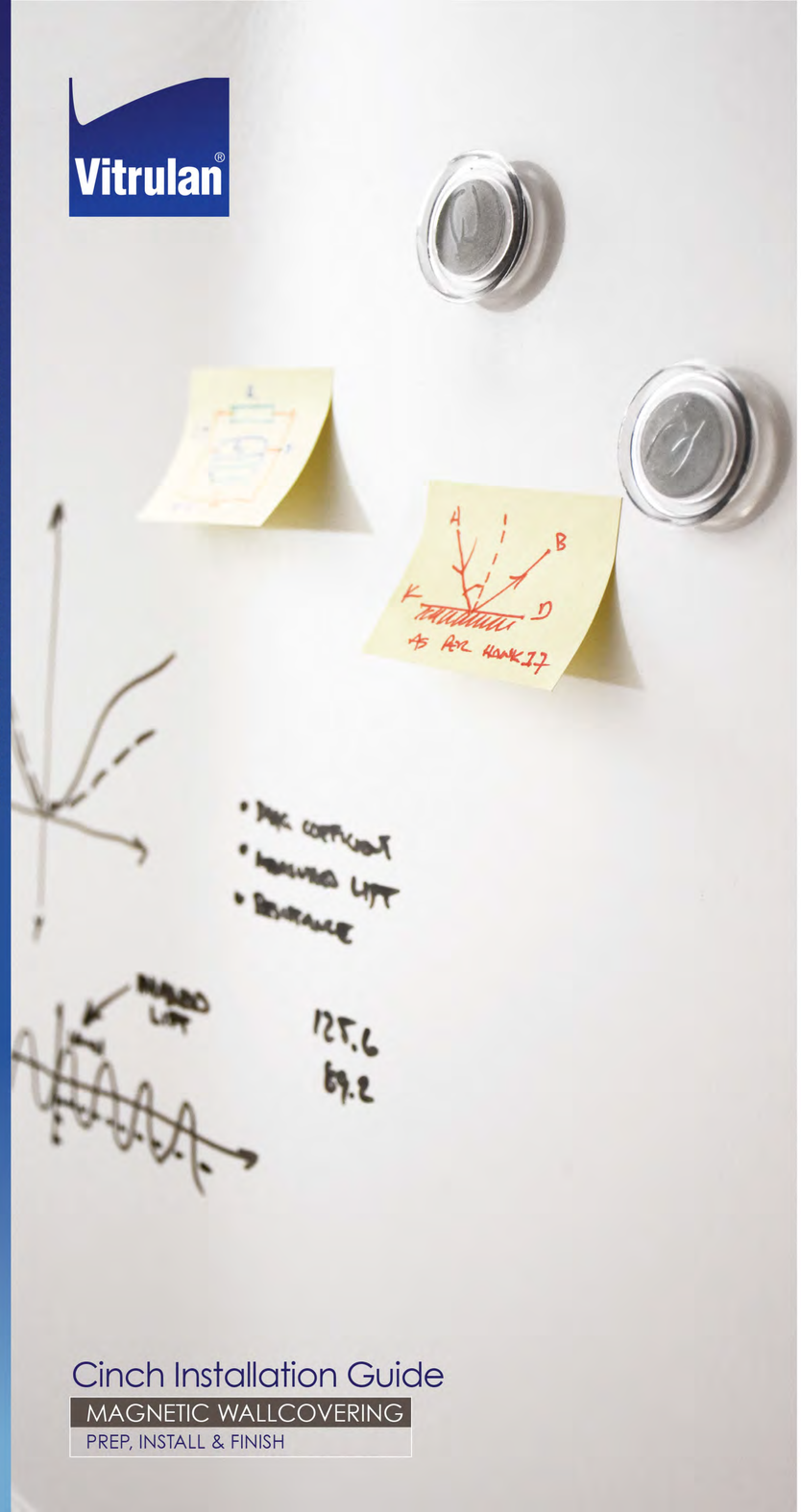
DURABLE & TEXTURED **WALLCOVERING** YOU CAN CUSTOMIZE



Cinch Installation Guide

MAGNETIC WALLCOVERING

PREP, INSTALL & FINISH

Introduction & Important Items

ABOUT CINCH

CINCH is a magnetic wallcovering with a metallic coated backing. Constructed using woven glass yarn, standard commercial magnets adhere directly to the wall covering. CINCH is applied using conventional wall adhesive techniques. Any color paint can then be applied to finish the wall surface. Used in conjunction with our SCRIBIL dry erase coating, a complete magnetic, dry erase wall system is created.

IMPORTANT

- 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/front side (white) will show damage if it is rolled out incorrectly!
- Do not apply when temperature is less than 45° F.
- Allow material to dry fully between installation steps.
- Store all rolls in a clean and dry location and stand on end.
- 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.
- NOTE: Sheet length = wall to ceiling measurement plus 10-20 inches. Cut off excess cleanly.

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 ≥ 1/16". Porous substrates should first be treated with a suitable primer. Remove any mold or fungus and treat according to guidelines.

For specific, sub-strait application conditions please refer to our Wall Preparation Bulletin at www.vitrulanusa.com.

Cinch Quick Guide

first

INSPECT, FAMILIARIZE & PREP

- Pattern orientation, identify front and back
- Read important tips for a proper install
- Wall preparation

then

HANG, PAINT & FINISH

- Hang the magnetic base fabric
- Check edges and seams
- Paint the base fabric

NOTE: If using Vitrulan USA's Scribil Dry Erase coating on top off Cinch Magnetic Wallcovering, refer to the Scribil Installation guide to get proper steps for painting and finishing.

Please visit vitrulanusa.com for technical reference, installation, repair and maintenance tips. Or, contact us directly.

vitrulanusa.com

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Apply the Magnetic Base Fabric

1

APPLY THE BASE FABRIC

Using proper type adhesive for CINCH Magnetic Wall Covering M239 and M22, 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: With floor to ceiling applications – we suggest using a clay based adhesive due to weight of fabric. Recommended Adhesive Coverage: 300 s/f per gallon.

2

PASTE WITH BUTT-JOINT

The sheets must have an excellent 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 & 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. Glass based products tend to dull blades, to achieve optimum installation, keep blades sharp.

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.

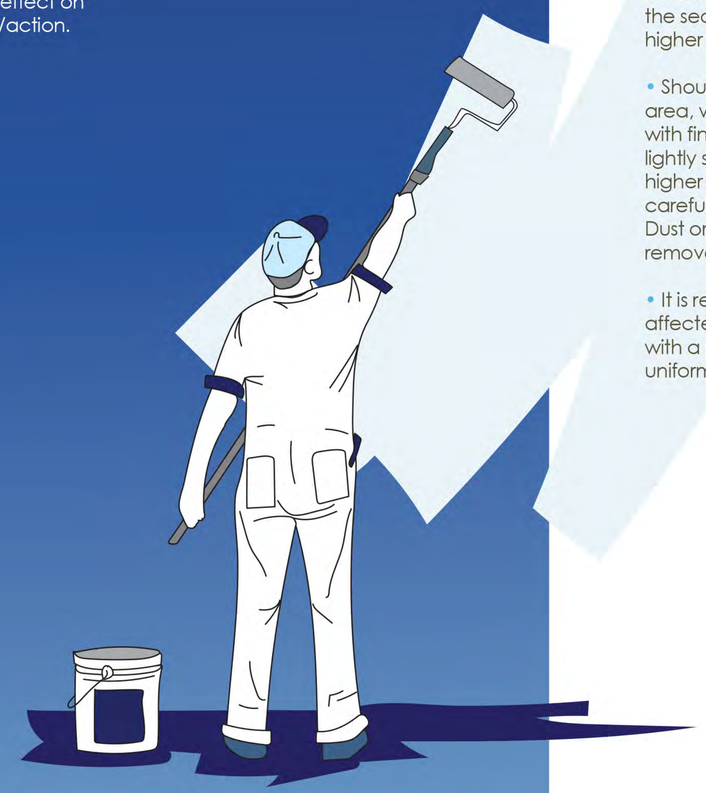
Painting The Fabric

APPLY THE PAINT

Coating (Undercoat & Finishing Coat) is applied using the desired paint color for final effect.

1st Coat: After the CINCH base fabric has fully dried, apply paint liberally and evenly. Observe the paint manufacturer's instructions for application.

Subsequent Coats: As many as seven (7) additional coats of paint do not have a negative effect on the magnetic properties/action.



NOTE:

It is crucial to allow the fabric to dry completely ***between each step*** for proper installation of the Vitrulan Cinch & Scribil system.

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 fabric 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 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 joint compound and lightly sanding 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.

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 1/2 -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.