

## Guide for Installing RoughRAP™ RR100

RR100 is specifically designed for direct application onto exterior and interior brick walls for an astonishing visual effect! Use of an overlamine will extend the life of the graphic and allow for easier handling during install.

### IMAGE PREPARATION:

Print and laminate\* the graphic properly. It is imperative to use the correct ICC profile to print RR100. It is also critical that the printed graphic is allowed to cure 24-48 hours open to the air, before being laminated.

**\*Use only PERMACOLOR® RAYZor™ Gloss or Matte (LF3648 & LF3638) overlaminating film.**

### APPLICATION METHOD:

- 1) The application surface MUST be dry prior to application. Do not install after a rainstorm! The bricks will take a minimum of 24 hours to dry in warm weather.
- 2) ***Always test a 10" x 10" section of your graphic first to insure good adhesion.*** Test in areas showing the greatest extremes to be encountered to best understand what is to be expected.
- 3) In most cases dusting the wall with a still brush is sufficient prior to application. In some cases there may be some oils, dirt or salt which has bled to the surface that will inhibit adhesion. In these cases, the wall must first be washed with a tri-sodium phosphate/ water solution (follow the dilution instructions on the bottle). Allow at least 48 hours for the wall to dry prior to application. Moisture left in the wall may result in pre-mature failure of the graphic if the wall is not completely dry prior to application.
- 4) If the wall has been painted follow the "painted surface cleaning instruction in Mactac TA2032 Surface Preparation guide. Where walls are painted with "Scrub-able" paints (typically silicone containing paints) the application is not warranted.
- 5) Use the 'hinge method' to line up the graphic and to install by removing small sections of the liner at a time and applying flat areas first onto the rough wall with a soft squeegee.
- 6) Heat up the film in small sections from left to right with a heat gun set to a minimum of 850°F (450°C) then immediately firmly press the heated film down into the rough texture of the brick wall with a semi-rigid roller. Use of a hand held IR thermometer is required to insure the proper temperatures are achieved.
- 7) If needed, remove all air pockets by poking with a pin (do not use a knife) and re-heating and pressing the air out with a soft cloth or the roller.
- 8) There may be areas with significant variability in surface texture, typically changes greater than 1/8 inch may result in some spots that lift or cannot be fully applied. This is to be expected. In most cases this will not negatively detract from the intended message when viewed from the intended viewing distance of 15 ft or more, nor will it reduce the expected life of the graphic.
- 9) After the application is complete and all air pockets removed, heat up to 220°F (104°C) one more time to relax and re-set the films memory. Pay close attention to where the graphic is seamed (overlapped) and allow more time for the heat to penetrate all the way through. Pay special attention to edges as these are often overlooked and a common failure point.

- 10) Graphics applied to the expansion joints and edges that extend into mortar joints must be trimmed out of the graphics.
- 11) Graphics should start and end on the flattest portion of the brick when possible. A seem or edge that ends in a mortar joint can result in lifting.
- 12) Plan to return the next day to give special attention to areas that did not see enough heat or pressure and as a result may have lifted.
- 13) Expect anywhere from 10 – 20% (more depending on the roughness of the wall) of the graphic not to have fully adhered to the rough wall. This is normal and does not detract from the intended message and is not a reason for a claim.
- 14) Removal - To remove, re-heat small sections of the graphic to approximately 150°F (65°C) and pull off the wall at 180°. Continue working in small areas until completely removed. Some adhesive might be left behind, remove this with Isopropyl alcohol or an adhesive remover. Test a small area first with your remover of choice to insure it does not damage the wall.

**LIMITATIONS:** Due to the wide variability of exterior wall surfaces, sealants and paints, no guarantees for successful applications to, or removal from, painted or rough wall surfaces are made by Mactac. If the wall is heavily textured, meaning extreme high and low points, like sometimes seen with stucco, no product will work well as there will not be enough surface contact for good adhesion.

- 1) The user is responsible for determining the product's suitability, including adhesion and if needed, removal characteristics when used in applications other than listed specifically in the Performance Guide.
- 2) If there are any questions about applications, please contact your Mactac sales representative to discuss your requirements and for specific recommendations.
- 3) If this is a printed Technical Assistance Guide, it is an uncontrolled document. Please check the Mactac website for the latest, most up-to-date version.

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