dream Scape™

dream it...print it...hang it...

Product Fact Sheet

Please use this fact sheet to inform your customers of the advantages of dreamScape digitally printable wallcovering media. dreamScape is a high quality, printable certified type II commercial grade wallcovering that has passed the most rigorous testing for quality and code certification. This sheet is presented in a question/answer format for easy reference.

Feature Summary:

- Type I and II commercial grade wallcovering

- Standard lengths: 75', 150', 300'

- Standard widths: 30", 48", 54", 60" and 75"   core diameter- 3" heavy duty

- Dimensionally stable, exceeds measured Type II breaking and tearing strengths

- Smoke Certification - meets or exceeds Federal CCC and CFFA Type II

- Fire Testing - meets or exceeds ASTM, NFPA and BS476

- Mold and Mildew - passed all requirements

- Registered NYC MEA - cadmium and lead free formulation

- Self-Extinguishing – will not burn without accelerant

- NO SPLICES - less waste. Competitive products claim "fewer" splices

- Consistent bright white point – allows management of the white point from a bright white to a soft cream color

- More creative choice, 14 unique textures

- Dry strippable, easily removed

- Printable with all Solvent, Eco-Solvent and UV printers

- Applied with commercially available wallcovering paste

- Shipped in heavy-duty tube or protective box

1. What is Type I and II wallcovering?

Type I and II refers to a classification for wallcoverings that combines several important features including weight, tear strength, durability and code certifications.

Weight for Type I is 15oz and Type II is 20oz and is measured (54" x 1yd = 20oz). Weight adds to durability and is often selected for applications where extensive wear may be a factor. For example, a hotel may want 20oz for hallways or other high traffic areas and choose the more economical 15oz for room interiors. Also, 20oz is better at hiding imperfections on wall surfaces.

Tear strength is measured on a special machine that applies directional and cross-directional forces to determine resistance to tearing. dreamScape exceeds these requirements insuring dimensional stability in inkjet printers and handling during installation.

Durability refers to resistance against abrasion, extreme cold and heat. dreamScape withstands temperature extremes from –20F to 158 F.

2. Why does it have a fabric backing?

High quality vinyl wallcovering is made with one of two types of fabric backing; poly-cotton Osnaburg (textured) and Polyester non-woven (smooth). These fabric backings provide weight; improve dimensional stability and aid installation and good adhesion to wall surfaces. Backings are selected based on the embossed surface of the vinyl, Osnaburg for heavier textured surfaces and non-woven for smooth and light textures.

3. Why are Flame and Smoke ratings important?

Fire testing and Federal specification certifications are important safety testing to meet local and national building codes. These tests are conducted by certified and licensed organizations to measure flame spread, smoke and toxins. DreamScape vinyl media meets or exceeds these stringent specifications. Other vinyl print media used in residential and commercial wall murals and wallcovering may not be code certified. Not only is this a safety issue, it can also be a legal liability.

4. What certifications are required?

All dreamScape media conforms to Federal specifications CCC-408-D,C,B,A and CFFA-W-101-D. These are specific to wallcovering. To get these certifications materials must pass the tests listed under "Fire Testing" and "Mold/Mildew" as listed in the dreamScape spec sheet. The two main agencies, the American Society for Testing and Materials (ASTM) and the National Fire Protection Association (NFPA) write the standards and procedures for the tests. The actual testing is performed at an independent licensed test facility.

5. Mold and Mildew Resistance.

The ASTM-G21 specifications insure your customers that their mural or wall design will resist mold and mildew formation in humid climates. Materials are tested for fungal growth and resistance to Staphylococcus Aureus, Streploverticillium Reticulum and Mixed Fungal Spore ASTM-G21. A high quality adhesive is key to helping prevent mold and mildew. Please see "Application" below.

6. What does "self-extinquishing" mean?

DreamScape will not burn without a fire source. Unlike wood or paper, DreamScape will not continue to burn once the fire source is removed.

7. Environmental.

DreamScape vinyl is manufactured with both a cadmium and lead free formulation.

8. Bright white point.

A clean white surface is critical to achieving a clean color gamut and hence good image quality. Our "TruWhite" point has been optimized to provide users access to the largest color gamut. DreamScape provides a bright, consistent neutral white point on all surfaces except the specialty surface SpunSilk. Dreamscape's bright white offers a visible advantage over competitive products. Simply put, dreamscape "TruWhite" provides the optimal starting point for your most challenging jobs.

What does Dry Strippable mean?

When applied according to instructions, dreamScape vinyl media can be peeled from a wall without the need for heat or stripping solutions. The solid vinyl construction will not tear allowing the entire vinyl panel to be peeled away. The underlying paste residue can be washed off with a mild bleach solution. DreamScape should not be confused with typical "wallpaper" products.

10. Application.

DreamScape is applied using commercially available vinyl wallpaper pastes that are available at hardware and home improvement stores. Best results are achieved by following dreamscape's "Hanging Instructions". Two brands that are commonly used are Roman and Zinsser.

Roman Adhesives: www.romanadhesives.com

R-35 Primer Pro 935 (not always required but recommended to promote easier removal in the future)

Pro -838, Heavy Duty Clear Pro adhesive
or
Ultra Pro 880

Zinsser Adhesives: http://www.zinsser.com/

Gardz- Primer

Sure Grip-128 Heavy duty clear adhesive

11. Can dreamScape be laminated?

Yes. DreamScape vinyl can be laminated with a good quality liquid laminate such as DreamGuard. Liquid laminates can be machine applied or, with DreamGuard, can be applied with a low nap paint roller after printing or installation. DreamGuard provides excellent protection against abrasion and wear for high traffic areas.

12. Experience you can trust.

dreamScape is engineered with the experience of 30+ years of dedicated service to the traditional wallcovering market. dreamScape's parent company, Roysons Corporation, is a global leader in many wallcovering projects. Our technical support staff is fully trained on both traditional and digital wallcovering printing and installation techniques.

13. Trusted.

Used and endorsed by the biggest names in the digital and traditional wallcovering industry.