

magic magpie

To help save our environment, Magic Magpie has chosen to reduce paper & store all product info online.

If you prefer a paper copy, this PDF is designed to be easily printable.

WALL DECAL PRODUCT INFORMATION

Magic Magpie decals and wallpapers are made using polyester fabric, adhesive material that offers a lightly textured finish and can be installed on virtually any flat surface!

Our products are a non-toxic, eco-friendly and are perfectly suited to living environments. They can be re-positioned and re-used without leaving sticky residue and without tearing, making it versatile and easy to update or relocate.

- Removes easily with a 99% guarantee the surface will be residue free.
- Does not tear or wrinkle when applying or removing.
- Printed on non-toxic, green, PVC free and phthalates free adhesive.
- Environmentally safe and bio-degradable over time.
- Printed with latex inks which do not contain chemicals in quantities that are harmful to our customers or the environment.
- 95% blockout performance making it great for overlapping and hiding marked or bright coloured walls.
- Interior use only.

APPLICATION & SUITABILITY:

- Not recommended for brick, non-painted cement surfaces or heavy painted spackled wall board.
- Not recommended for Wash&Wear and Teflon paints as they may not provide adequate adhesion for our products. If you are unsure what your walls are painted with, we recommend buying a sample pack first.
- For walls painted with Wash&Wear or Teflon paint, we advise priming walls prior to installation. We recommend Viponds Self Adhesive Prep Coat which is available for purchase at viponds.com.au
- Allow at least 40 days on newly painted surfaces for out-gassing, otherwise bubbles may develop.
- Avoid placement above fireplaces.
- The purchaser and end-user shall be responsible for conducting adhesion and removability suitability testing prior to application.
- For more information, please refer to the [Technical Data Sheet](#).

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INSTALLATION

WHAT YOU WILL NEED:

1. Soft cloth for cleaning the wall.
2. An extra pair of hands for large decals.
3. Scissors
4. Masking tape or Blu Tack
5. A credit card and soft cloth to wrap around it (to act as a squeegee applicator)

1. PREPARE YOUR SURFACE:

Decals should be applied to a smooth, dry and clean surface. Give the wall a wipe over with a clean dry cloth to remove any oil, dirt or dust from your wall. For extra dirty walls you can use a clean, damp cloth but walls must be completely dry before application (we recommend 24 hours of drying time). Do not use any cleaning products as this may affect the adhesive on the decals.

2. PLAN:

We recommend planning out where you would like to place your decals before installing. A great idea before removing the backing paper is to cut out each decal and place the decals onto the wall using masking tape or Blu Tack to find your perfect layout. As our decals can be re-positioned, this step is not absolutely necessary however it may make it easier to visualise how your decals look before applying them.

3. APPLICATION:

TWO PIECE LARGE DECALS / LARGE + MEDIUM ARCHES

Section 1 (left side of decal)

Starting at the top of your decal and whilst trying not to let the adhesive stick together, or let the decal fold up against itself, simply peel the backing paper down approximately 10cm and crease the backing paper so it stays down and out of the way. Apply the 10cm of exposed adhesive to your chosen location. Once the decal is positioned correctly, continue to slowly pull the backing paper downwards while smoothing the decal to the wall using your hand. Smooth your hand over the decal to apply it flat to the wall.

If the decal does stick to itself, you can separate it by carefully pulling it apart. If there are any bubbles or wrinkles, you can lightly press or smooth them out, or just peel back that area and re-apply it.

Note: You can wrap a credit card in a soft cloth and use this as a squeegee applicator rather than your hand if you prefer.

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Section 2 (right side of decal)

Once your first section is in position and adhered to your wall, check the overlap of your next drop. All sections are printed with a 1 cm overlap. Align the pattern and place the drop 1cm over the right-hand edge of the previously installed section and repeat the same process as per Section 1.

SMALL DECALS / SMALL ARCHES

Starting from a corner, gently peel the entire decal from the backing paper. Try not to let the adhesive stick together, or let the decal fold up against itself. Apply the decal to the wall lightly and once happy with the positioning, smooth your hand over the decal to apply it flat to the wall (starting from the centre and working out to the edges works best).

If the decal does stick to itself, you can separate it by carefully pulling it apart. If there are any bubbles or wrinkles, you can lightly press or smooth them out, or just peel back that area and re-apply it.

SUGGESTIONS:

BACKING PAPER

We suggest keeping the backing paper, in the event you are moving house or would like to reposition or relocate your decals. You can simply stick them back on to the backing paper for easy transport. Decals can be removed and replaced multiple times, however, as soon as they are removed, they should be stuck down to the original backing paper so the adhesive side of the material is not exposed to dust or dirt. Once the adhesive collects too much dust, dirt or fibres it will become less effective and the decals may not stick as well to your surface.

BUBBLES

If any bubbles appear, pressing and lightly rubbing can remove them. This can occasionally happen if oil, dirt, or dust is on your surface. You can also use the tip of a pin to create a tiny hole and gently press to release any air, then smooth it out with your fingers. In the very rare instance that bubbles keep re-appearing, you may want to move your decal to another area as there is something preventing the adhesive from sticking. Most causes of bubbles are because the wall was painted within the last 40 days or cleaning chemicals were used prior and not completely removed before installation. If you continue to get bubbles after installation it means your paint is not suitable and it is rejecting the adhesive. We advise buying a sample to test before purchasing wallpaper.

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CLEANING

To clean, please use a soft, **dry** cloth and **gently** wipe. All of our products are printed with latex water-based ink so please **do not use any water or harsh chemicals** when cleaning (this will remove the ink!)

DISCLAIMER: Magic Magpie accepts no responsibility for any damage to property or loss of material during the installation. If the purchaser of the material has any concerns regarding self-installation, they should contact a professional installation company to install the product.

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REMOVAL

To remove, use your fingernail or blade of a knife to lift the edge of the decal, then peel back slowly and gently. Do not rip forcefully.

If you would like to reuse your decals, you can stick them back onto your saved backing paper as mentioned above.

Although damage is very unlikely, we cannot guarantee a damage-free removal in all cases. This is usually due to walls not being prepared correctly. Please follow preparation instructions properly to reduce the chances of damage to your walls.