

# JUJU PAPERS

## JUJU PAPERS HANGING GUIDE

### JUJU PAPERS RESIDENTIAL GRADE COATED WALLPAPER

NO PVC, Low VOC, Class A

*The following information regarding specifications and/or hanging advice (either verbal or written) is supplied in good faith, for your assistance, but without guarantee, since site conditions are beyond our control. We can accept no liability for the performance of the products arising out of such use.*

A professional paper hanger is recommended to best assess the ideal installation specifications based on your unique environment. For a professional paper hanger in your area please consult the Wallcovering Installers Association (formerly the National Guild of Professional Paper Hangers): <https://www.wallcoveringinstallers.org/>. We also strongly suggest that you hire an installer who is familiar with hanging untrimmed wallpapers. Be sure to ask! Our wallpapers are untrimmed.

We recommend that the paper order quantities, or "roll counts", be carefully calculated. If you are using a professional hanger, they will provide this service. Please refer to the WIA website for further instructions on measuring for wallpaper. <https://www.wallcoveringinstallers.org/consumers/wall-covering-resources/> Please take special note that most Juju patterns have a 36" repeat, and several have a half-drop. This should be taken into account when calculating quantity, as a half-drop of this size typically necessitates an increase in quantity. We are happy to help you with your roll count as well.

**Examination of the paper before hanging is the buyer's responsibility.** We inspect every roll and every order of Juju Papers before shipping. However, the buyer/installer should carefully examine this wallpaper for color, design, quantity, and imperfections before installing. Ensure that all rolls are part of the same dye lot, have no variation in color, have no print flaws, and that there are enough rolls to complete the job.

If any errors in the aforementioned are found, we ask that you submit the claim for review within two weeks of having received the wallpaper. By cutting the wallpaper, the buyer/installer has approved the wallpaper for use, and no claims for return may be made. Please note that Juju Papers will exchange but not refund any wallpaper that is deemed unfit for use. Juju Papers are printed by hand, so some natural variation in print appearance is normal (and beautiful!).

#### **Surface Preparation:**

Walls should be clean, dry, and even. Remove any old wallpaper and loose paint. There should be no mold, grease, or dirt present. Roughen painted surfaces with sandpaper. Scrape powdery, flaky surfaces. New plaster should be completely dry.

Wall surfaces should be primed and then prep-coated using a latex wallpaper prep coat and allowed to dry completely before beginning installation.

In some cases, or for a superior installation, a liner paper may be recommended. It is at the discretion of your paper hanger whether this step is necessary/recommended for your installation.

If hanging a dark wallpaper, consider using a dark primer under seam areas. Dark wallpapers may also need to have their white trimmed seams colored with a paint/pencil/crayon/charcoal of similar tone. We strongly recommend testing your paint/pencil/crayon/charcoal carefully on a scrap piece before coloring the wallpaper seams, and then carefully coloring the white trimmed seams prior to installing the wallpaper. Once the wallpaper is installed, great caution should be used to carefully fill in any seams with color. Tests on scrap wallpaper should be carried out before attempting to color visible seams.

#### **Trimming:**

Juju Papers are designed for a butted seam installation. All wallpapers are supplied untrimmed.

There are two basic ways to trim the wallpaper: Table trimming, or double cutting on the wall. Your paper hanger will choose the best trimming method for your particular installation. We strongly recommend table trimming for most installations. Some seasoned installers, who are experts at double cutting, may prefer to double cut. For most installers, table trimming is the safest approach. If you are new to trimming wallpaper, we urge you to table trim.

A "trim join" mark is printed inside the pattern on both edges. Before trimming and cutting drops, ensure that you know the correct repeat and match. This information can also be found on [www.jujupapers.com](http://www.jujupapers.com) for each pattern.

**Layout:**

- 1) Mark your first vertical plumb line on the wall for your first drop seam.
- 2) Cut your wallpaper strip longer than the wall height you intend to cover - at least 4".

**Pasting:**

A professional-quality, clear, pre-mixed, adhesive wallpaper paste should be used. A professional paper hanger will choose an appropriate paste for your unique site. Please take the time to pre-test the compatibility of the adhesive you choose with our paper, especially on patterns which contain metallic inks, and allow the paper to dry completely to ensure that the adhesive is performing satisfactorily.

- 3) Apply an even film of paste to the back of the paper, moving the paste brush or applicator from the center to the edge.
- 4) Fold moistened strip paste-to-paste. This is called booking. Anticipated booking time is 3-5 minutes, depending on conditions, but a professional hanger should be able to gauge the appropriate soak time. It should be enough time for the paper to relax, absorb moisture, and expand fully. Care should be taken not to excessively crease the paper when folding. Minimize adhesive contact with the surface of the wallpaper. Gently remove any adhesive on the surface of the paper with a soft, damp, clean, sponge.

**Hanging:**

- 5) Carry the wallpaper to the wall. Slide the drop into position along the vertical plumb line on the wall.
- 6) Smooth out bubbles using a paper hangers' smoother, from center to the edges, expelling all air bubbles. Avoid squeezing paste out of joints. Take extra care with metallic inks, since excessive rubbing and wear can cause the inks to loosen. Hanging does not require excessive pressure.
- 7) Take care to ensure that all adhesive residue is completely wiped from the surface, as leftover paste may stain the wallpaper. Gently use a damp sponge and clean water. Excessive brushing can cause burnishing.
- 8) Trim top and bottom with a professional-grade straight edge and a professional-grade, new, sharp, razor knife. Always re-check for adhesive on surface.
- 9) Using pattern match at baseboard and ceiling as reference, determine the length of your next strip, allowing for extra trimming for pattern match. Take extra care when using a wallpaper with a half-drop repeating pattern to match the pattern correctly. Then follow the Steps 3-8.
- 10) Gently roll butted seams with a seam roller.
- 11) Repeat Steps 3-10 for all remaining strips of wallpaper.
- 12) Allow adequate ventilation and time to dry naturally.

**Cleaning:**

In general, clean surface using a soft cloth. Juju Papers are spot washable by gently using a solution of mild dish soap and water on a soft towel or sponge. After cleaning, rinse with water. Do not rub excessively or scrub, as this can cause burnishing. If you encounter a tough stain, you can test a non-bleach kitchen cleanser in an inconspicuous area and assess the results. If it does not remove the varnish from the paper or otherwise change the appearance, then gently apply the cleanser to the stained area following the instructions above.

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Hanging instructions generously provided by Mitchell Ehrlich. He is our preferred installer in the greater NYC area.

Mitchell Ehrlich LLC  
Office: 201 722 0490  
Cell: 201 370 1176  
mitchellehrlichpaperhanging@gmail.com

**Returns:** In general, we do not accept returns. Juju Papers are printed by hand, so some natural variation in print appearance is normal (and beautiful!). However, in the rare case that any wallpaper is deemed defective due to a print flaw, etc., we will exchange and replace any defective wallpaper. Please do not cut any wallpaper prior to examining. Please read details:

Examination of the paper prior to hanging is the buyer's responsibility. Ensure that all rolls are the correct color and pattern, are all part of the same dye lot, have no variation in color, have no print flaws, and that there are enough rolls to complete the job. If any errors in the aforementioned are found, we ask that you contact us right away, and we will promptly reply. Do not cut any of the wallpaper (even rolls deemed fit) in your order prior to speaking with us. By cutting the wallpaper, the buyer/installer has approved the wallpaper for use, and no claims for return may be made. Please note that Juju Papers will exchange but not refund any wallpaper that is deemed unfit for use.

If you have any wallpaper leftover from your project, we strongly recommend that you keep this wallpaper as "attic stock" - excess stored wallpaper on hand, in case any of the wallpaper is damaged in the future.

**Sale of Goods:** We sell all of our products with the belief that they are of suitable quality and will serve their intended purpose. You as the customer must take into account your particular situation and the conditions of the intended site. Any and all defects must be reported immediately when discovered, prior to cutting the wallpaper, and within two weeks of purchase. Our liability will not exceed the purchase price and/or invoiced value of the goods in question. We are not liable for indirect, consequential, special, financial, or other losses or exemplary damages, whether based in contract, tort, warranty, strict liability or otherwise.