

# STOP!

**Do not install until you have read these instructions  
Call 800.465.6909 with any questions**

## **HANDLING AND INSTALLATION INSTRUCTIONS**

### Aphrodite™ Genuine Shell Wall Tiles (MR-MA series)

#### Special Handling Required

- Store the material between 60-85° F in a dry place.
- Prolonged storage is not recommended.

#### General Guidelines

- Inspect goods carefully. No returns on cut goods.
- Confirm that you have the correct color and product before installing.
- **No allowances will be made after three tiles.**  
Call 800.465.6909 immediately if you encounter any difficulties.
- No claims allowed for labor charges or consequential damages under any conditions.
- Wallcoverings can display certain irregularities that are inherent to the manufacturing process.

#### Actions to Avoid

- Do not crease wallcovering.
- Do not rub face of the product with a stiff brush.
- Do not overbook the material
- Avoid direct or bright sunlight. Not guaranteed against fading or color change.



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### WALL PREPARATION

- Paint the walls the color of the product using a good quality, non-sealing flat latex wall paint.

**Please note:** Before the paste is applied to the tiles, the paper backing may seem loose in areas. It is more apparent from the back side. Once the paste is applied, the paper backing may bubble. This is normal and is not cause for concern. After the tiles are adhered to the wall, the bubbling will disappear.

### ADHESIVE

- Use a Vinyl to Vinyl adhesive\*. Apply a generous, even coat of adhesive to the product, being careful at the edges so that adhesive does not get on the front of product.
- Allow to rest 2 minutes.
- WIPE OFF EXCESS PASTE IMMEDIATELY WITH A SOFT DAMP CLOTH. DRY WITH A CLEAN SOFT CLOTH.

### TRIMMING

- Trim with a very sharp, single edge razor blade. USE A NEW BLADE FOR EACH CUT.
- Exposed edges should be installed using the factory edge.
- Create a template for tight corners or any surface that is not square.
- Whenever possible trim the product on the table, NOT on the wall.

### TOOLS

- Adhere product to the wall using a bristled nylon brush.
- Smooth product to the wall using a plastic smoother. Smooth continuously to remove any bubbles.

### SEAMS

- To reduce the appearance of seams we have found that a "Diamond" method yields the best results.
- If gaps occur at the joints of tiles, use a latex caulk approximately the color of the tiles. Any excess filler/caulk must be removed immediately. The area must then be washed down with soapy water to remove any residue. Please apply either of these products with EXTREME CARE. If not removed immediately, they can damage the surface of the product.
- Slight irregularities on the edges can be remedied by lightly hand sanding the edges with a sanding block and 100 grit or finer sand paper.

### CLEANING

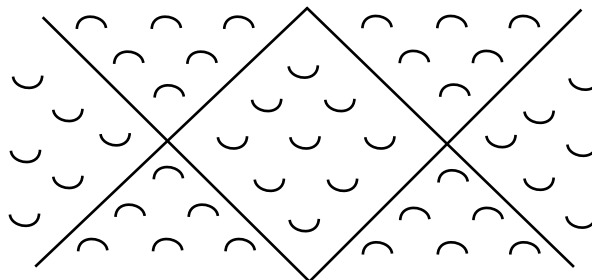
- Wipe the area using a soft cloth and a very weak solution of a very mild liquid detergent. Dry with a soft cloth.

\* We recommend VOV™ PRO-555, Vinyl to Vinyl by Roman Decorating Products, 800-488-6117, [www.romandecoratingproducts.com](http://www.romandecoratingproducts.com)

06/12/08  
PAGE 2

### RECOMMENDED INSTALLATION

Diamond alternating direction



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## Aphrodite™ Genuine Shell Wall Tiles (MR-MA series) **Supplemental Installation Instructions:**

### **For columns and corners:**

- Inside corners should be cut to size so the tile ends and begins in the corner. For outside corners, cut the wallcovering on the table to size. Butt the tile edges together at the corner, taking care not to leave the wall exposed. A suitably colored sealant or caulk **MUST** be applied to seal the corner.\*\* Be sure to wipe off excess caulk immediately. If using caulk, follow caulk application with a light application of water-based polyurethane\*\*\* to replace the shine. Flaking of the Mother of Pearl shell material might occur. Cut off protruding flakes with a sharp razor blade (DO NOT PEEL) then apply water-based polyurethane to seal it.\*\*\*
- For curved columns, the circumference should not be smaller than 18 inches, as flaking of the Mother of Pearl shell may occur. Extend the relaxing time by 5 minutes and use Vinyl to Vinyl adhesive\*, very careful to avoid getting paste on the surface of the product. Slowly work the tile around the curve. If the surface cracks, follow the repair method previously illustrated. If column is square, follow instructions above for corner installation instructions.
- If additional adhesion is needed for a curve, prime the wall with Vinyl to Vinyl adhesive\* in addition to pasting the back of the tile.

\* We recommend VOV™ PRO-555, Vinyl to Vinyl by Roman Decorating Products, 800-488-6117, [www.romandecoratingproducts.com](http://www.romandecoratingproducts.com)

\*\*We recommend Zinsser water-based shellac products. [www.zinsser.com](http://www.zinsser.com) 1-732-469-8100 (Please see website for phone numbers outside of U.S.)  
For gold shell: Bulls Eye® Amber Shellac • For white shell: Bulls Eye® Shellac

### **For semi-wet areas and additional protective coatings:**

- For a 20% upcharge on your order, Maya Romanoff can apply an additional protective coating to product.  
OR
- A thin layer of water-based polyurethane may be applied to the installed wall tiles 48 hours after product installation. This will form a barrier coat and help prevent moisture from penetrating between the tiles. We recommend Low-Luster Benwood Acrylic Polyurethane\*\*\*, a superior Benjamin Moore® product. The sheen of the Low Luster on top of the factory finish is very similar to that of the original factory finish. If a glossy finish is desired, you may elect to use the High-Gloss Benwood Acrylic Polyurethane\*\*\*. Benwood Acrylic Polyurethane can be purchased from [www.benjaminmoore.com](http://www.benjaminmoore.com) or a high-grade paint store.

### Application Details:

- Apply a generous coat to installed product with a foam or nap roller.
- Smooth polyurethane with a 4" foam brush (L to R direction for MM & MP items, criss-cross direction for MA & MC).
- After smoothing once, go back over it again and again before it is dry; each time with a softer touch. This allows for even polyurethane application, and catches any drips.
- If extra protection is desired, re-apply a second coat after another 48-hours of curing.

\*\*\***Please note:** If you wish to apply an additional protective coating, such as a water-based polyurethane, always perform a test on scrap material before applying to the installed surface. Please consult the polyurethane manufacturer's application guidelines and be cognizant of yellowing. Maya Romanoff is not responsible for unsatisfactory results.

Maya Romanoff wallcovering materials are primarily formulated for **dry-use areas**. The above guidelines should be taken as suggestions to improve our products' retained beauty over time through increased **resistance** to occasional or light moisture, such as sink backsplashes, **NOT as a guarantee of water-proofing**.

06/12/08  
PAGE 3



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