

# FARROW & BALL®

HANDCRAFTED PAINT AND WALLPAPER

## PRODUCT ADVICE SHEET

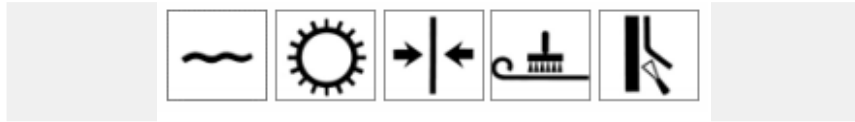
### BLOSTMA WALLPAPER - 52

Every roll of Farrow & Ball wallpaper is handcrafted with care at our factory in Dorset. Using our own, richly pigmented paint, traditional techniques and bespoke equipment, we print on responsibly sourced paper. Printing paint on paper creates a beautifully tactile finish and means each roll is utterly unique. Using our paint in particular ensures every design has the richness and depth of colour we're known for and works wonderfully with our paint used on other surfaces. You won't find wallpaper like ours anywhere else.

#### Paper Information:

Named after the old English for blossom, Blostma is inspired by the serendipitous moment when petals are caught and carried away by the breeze. Full of movement, this small-scale design captures the beauty of a soft shower of petals.

Pattern Number	Book	Previous Book
BP 52	Latest and Greatest	N/A
Pattern Repeat or Stripe Width	Roll Width	Roll Length
60cm (23 5/8")	53cm/21"	10m/11yd



#### Pattern Matching

	Offset Match: The pattern on the next strip must be shifted by the height shown. This is typically half or quarter of the pattern repeat.
	Straight Match: The same patterns must be matched at the same height. The pattern matches straight across the width.
	No Matching: Patterns do not need to be considered when hanging wallpaper. No matching required; lengths can be cut straight from the roll without wastage.
	Reverse Alternate Lengths: Every other strip must be reversed. Mostly applicable to plain effects and necessary to minimise the risk of side shading.

#### Ordering Advice:

For best results please take care to order a sufficient number of rolls to complete your decorating project, as due to the traditional nature of our wallpaper manufacturing process, subsequent orders of wallpaper rolls may come from a different production run and you may notice some subtle, yet visible differences between batches. We recommend you allow for an extra roll in case of accidents during hanging - you can always keep any overs handy for future repairs, to line drawers or paper the inside of wardrobes. For advice on calculating roll requirements for your next project, please contact Customer Services who will be happy to help you.

#### Notice to Paper Hangers:

While every care is taken in our Quality Control division, we would always ask that you check that each roll is undamaged and that the design and colourway is correct. Our papers can be rolled in either direction, so before hanging please check you have the pattern the correct way up. If in any doubt, please refer to [www.farrow-ball.com](http://www.farrow-ball.com), or contact us directly. Once the wallpaper has been hung we regret we cannot accept responsibility for errors. After hanging three or four lengths of paper (up to a maximum of 1 roll) we recommend you inspect the result to ensure that no faults are present, as we are unable to reimburse you for any associated costs beyond one roll. Please contact the place of purchase in the first instance.

## Dark Colours:

Extra care should be taken when hanging dark coloured papers because if they are not butted correctly the edges are more noticeable over a lighter background. If you are unsure you can achieve the perfect edge, a useful tip is to paint a strip of dark coloured emulsion matching the background colour of the paper where the wallpaper seams will meet on the wall. An oil pastel crayon of the appropriate shade can also be used to colour the edge of the roll whilst in roll form before hanging.

## Paper Hanging Advice

Please check the pattern repeat before cutting paper lengths according to the height of the wall, allowing 50mm – 75mm or 2 – 3” at the top and bottom for trimming. Please note as additional protection, each roll of Farrow & Ball wallpaper is supplied with up to an additional 30cm or 12” length for handling purposes. Any visible defects within this area should not be considered as faults and may be trimmed off before you commence papering.

## Limitations:

Farrow & Ball bespoke wallpapers are manufactured using traditional methods and our own water based paints. The ground colours are applied using a brush method, while the patterns are then applied using traditional printing techniques to give the papers their unique texture. Each batch and roll is beautifully unique. It is therefore natural to see minor irregularities within the design – in the form of dots, splotches and areas that have bled together. While we aim to keep these to an absolute minimum, they are an inherent trait of the traditional paper printing process, and we carefully check to ensure that the flow of the paper and pattern is not compromised by such occurrences. Minor shifts in the pattern repeat, which would show at the butted edge, are also to be expected and we also endeavour to keep these to an absolute minimum. Our papers all have a handmade appearance, associated with traditionally made wallpapers, in which texture and brush marks are a desired part of the process (think painting not photograph).

## Surface Preparation:

Before papering ensure all surfaces are sound, clean and dry. Remove any traces of dirt, old wallpaper or flaking paint. Fill any cracks, holes and open joints with an appropriate filler. Unsound paint surfaces should be sealed with an appropriate primer, gloss painted surfaces should be sanded and damp walls should be treated. Absorbent surfaces such as new plaster should be sized with Farrow & Ball Wallpaper Paste or a suitable sizing solution and allowed to dry for a minimum of 1 hour. For the best possible finish we recommend that walls are horizontally cross lined with a good quality, medium to heavyweight lining paper (1200 – 1400 grade) and allowed to dry for a minimum of 12 hours prior to applying Farrow & Ball wallpaper. Cross-lining is considered ‘best practice’ as it will even out any irregularities in the wall and will provide an even porosity for the wallpaper paste and finishing wallpaper to adhere to.

## Wallpaper Paste Advice:

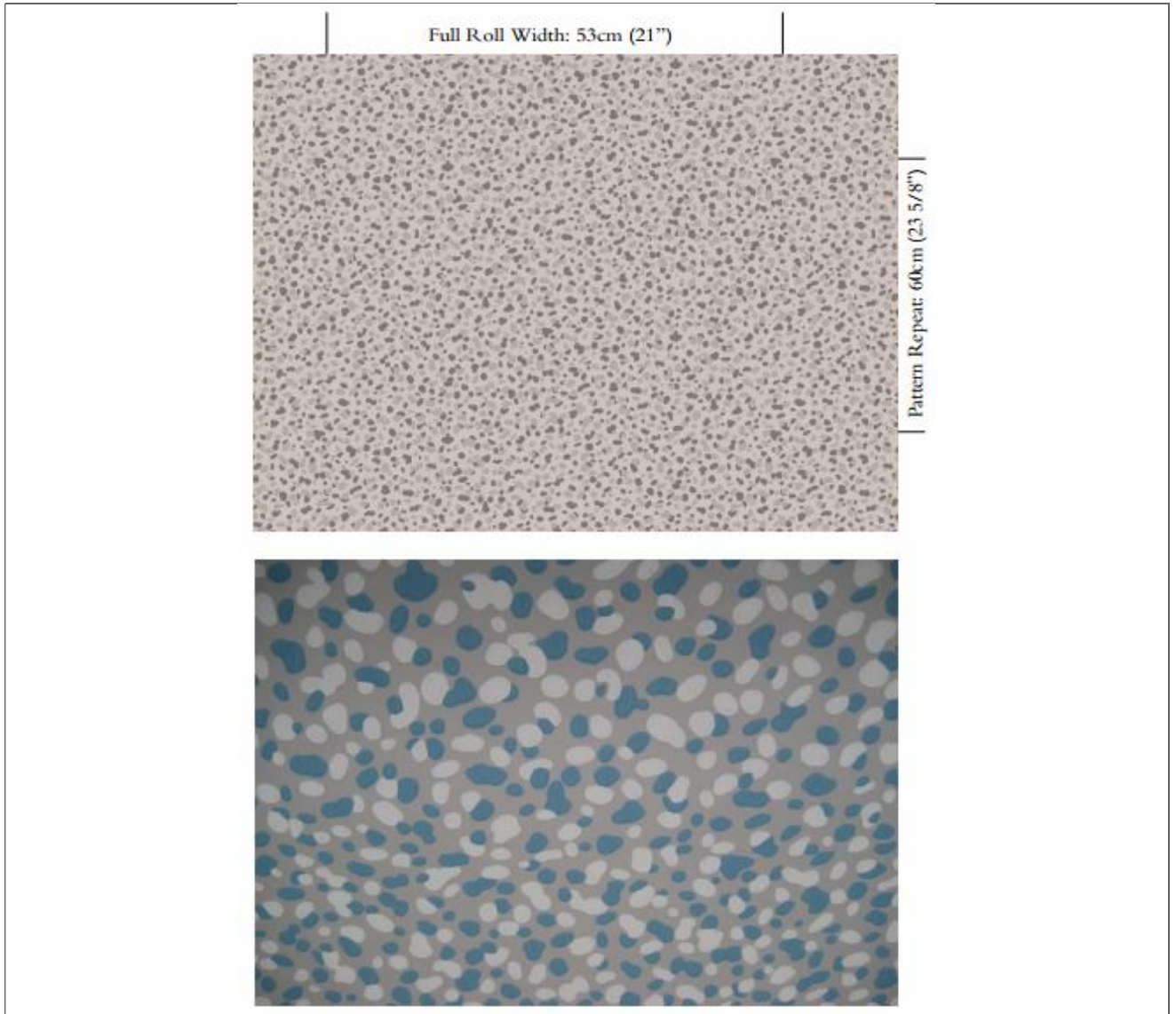
We recommend the use of Farrow & Ball Wallpaper Paste, which is specially formulated as the perfect paste for Farrow & Ball wallpapers which are 140gsm and are classified as medium to heavy grade paper. However, if using another paste, please ensure that it is suitable for hanging a paper of more than 140gsm weight and is pH 7 to 12 as acidic pastes can damage the wallpaper. Always use the paste manufacturer’s recommendation for heavier weight paper. Apply a generous, even coat of paste over the paper, working from the centre outwards. Ensure that the edges are well pasted but avoid paste coming into contact with the face of the wallpaper as this can lead to flaking and discolouration (Paste Attack) which may not become apparent for several months after application. Fold the paper with the adhesive side innermost and allow the paper to soak for 10 minutes, until pliable. If the paper becomes too wet it will shrink back as it dries. When hanging our wallpaper, it’s best to use two buckets: one for paste and one for clean warm water and a sponge. Use the water and sponge to remove paste from hands, tools, adjoining trim or walls and, especially important, the pasting table to avoid contaminating the face of the wallpaper. Be sure to change the water regularly.

## Wallpaper Application

If hanging the paper vertically use a plumb line for the first length. Using a good quality paper hanging brush, smooth the paper out evenly over the surface, working from the centre to the edges to expel any trapped air bubbles. Take care not to stretch the paper as it will shrink back when dry which can exaggerate the seams. Overstretching can happen when your paste is too watery or incorrectly mixed, when too little paste is used or oversoaking has occurred. Each of the wallpaper rolls are numbered and should be hung consecutively. As our papers have a traditional matt finish, any paste left on the paper can show as shiny patches so please ensure any excess paste is completely and carefully removed before it dries. If the paste is not fully removed then as with any woven & painted paper, flaking and discolouration (Paste Attack) can occur. Ensure paper edges butt up to subsequent lengths and avoid overlapping the edges. For best results we recommend that any central heating is turned off overnight to allow the paper to dry naturally. A wallpaper seam roller may be used to press seams flat. Ensure that the roller spins freely to avoid burnishing the wallpaper. We do not recommend using a non-roller tool or spatula as this will cause burnishing (polishing of the face). Any excess paste which is squeezed out of the seam must be completely and carefully removed before it dries using a soft, damp cloth or sponge.

### Considerations:

While our papers may be hung in bathrooms, conditions will differ from room to room due to size, extraction, general humidity and varying levels of condensation etc. As such, we cannot guarantee that our papers will be suitable for use in all situations. Therefore when considering papering customers must consider the room's general environment and then proceed at their own risk. Our papers are not suitable for high humidity areas. If hanging in kitchens or bathrooms, ensure there is sufficient ventilation. While the face of our wallpapers may be gently cleaned with a damp soft cloth, they are not waterproof or burnish resistant. Do not apply in temperatures below 10°C or in excessive heat above 25°C.



## How to Avoid Common Problems:

### Polishing/Burnishing:

Cause: Rubbing the face of the wallpaper with a cloth or flat object leading to an increase in sheen.

Prevention: Avoid getting any paste on the wallpaper face. Clean using a damp, soft cloth or sponge applying minimal pressure. Only use a seam roller for pressing down joins, do not rub the face with a spatula or solid object.

### Paste Attack:

Cause: Excess paste left on the face of the wallpaper which leads to flaking and discoloration of the printed pattern when dry.

Prevention: Remove excess paste from the face of the wallpaper whilst still wet using a soft damp cloth or sponge.

### Peeling/Lifting:

Cause: Insufficient paste (dry edges), old, or weak paste used. Walls porous and not cross-lined.

Prevention: Use new wallpaper paste that has been mixed and applied correctly. Walls should be correctly sized and cross-lined.

### Staining:

Cause: Walls may be alkaline or strongly coloured which permeates through the wallpaper.

Prevention: Apply an alkaline resistant primer. Walls should be cross-lined.

### Visible Joins:

Cause: Poor matching during hanging. Walls not correctly sized and cross-lined. Dark coloured wallpaper applied over light coloured walls.

Prevention: Align pattern correctly. Walls should be correctly sized and cross-lined. Apply a strip of dark coloured emulsion matching the background colour of the paper where the wallpaper seams will meet on the wall. An oil pastel crayon of the appropriate shade can also be used to colour the edge of the roll whilst in roll form before hanging.

### Shiny Patches:

Cause: Wallpaper paste left on face of wallpaper or burnished with hard object.

Prevention: Remove excess wallpaper paste whilst still wet using a soft damp cloth or sponge. Follow hanging instructions.

### Mould & Mildew:

Cause: Damp walls or condensation in room. Wallpaper paste is old and stale.

Prevention: Ensure walls are dry and rooms are well ventilated. Use fresh wallpaper paste. Walls may require a fungicidal wash to remove spores.

### Mis-Matched Pattern:

Cause: Pattern not carefully aligned during hanging. Alternate lengths reverse hung when not required.

Prevention: Follow pattern hanging advice.

Contact Us: For advice on colours, paint finishes or wallpaper our customer services team is on hand to help you, just call (1) 888-511-1121, email [NASales@farrow-ball.com](mailto:NASales@farrow-ball.com), or write to us at Farrow & Ball, Unit 11, 310 Judson St, Toronto, Ontario, Canada, M8Z 5T6. Please note that calls may be recorded for training purposes.

Disclaimer: The information given in these specification sheets and technical advice - whether verbal, in writing or by way of trials - is for guidance and is given in good faith but without warranty, since skill of application and site conditions are beyond our control. For further information please contact our Customer Services Department. We can accept no liability for the performance of the products arising out of such use, beyond the value of the goods delivered by us. This does not affect your statutory rights.

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