

## VERTICAL INSTALLATION INSTRUCTIONS

The Brand Felt Ltd. felt may be direct-glued to any porous surface using a moderate viscosity adhesive such as carpenter's glue. Use felt with a thickness of 3mm or more to prevent adhesive bleeding through. For smaller projects, you can also use an industrial adhesive spray. We also recommend slightly diluted contact cement for larger, non-porous surfaces. Contact cement must be diluted to enable even penetration into the felt for optimal bonding. For interior design projects or projects where felt will be mounted indoors, we strongly recommend our 100% Wool Designer Felt.

### MATERIALS NEEDED

|                                      |   |
|--------------------------------------|---|
| Adhesive                             | Paper   |
| Your Brand Felt Ltd. felt            | Masking tape                                    |
| Sharp industrial knife, extra blades | Painting spatula (or roller for contact cement) |
| Metal straight edge                  | Weighted roller                                 |
| Plywood strip                        |   |

### INSTALLING YOUR FELT

1. **INSPECT FELT.** Before applying the adhesive, a quick inspection of the material will allow you to plan any cutting and select the side you want to be visible. Wool felt is a natural material, so minor irregularities in the fibers are normal and not a sign of any defect.
2. **PREPARE SURFACE.** A clean surface will ensure optimal bonding of the adhesive. If your felt has been in storage for a while, check the surface for traces of dust, dirt or oil.
3. **TRIM EDGES.** Brand Felt offers customized felt pieces cut to any size or shape. If alterations are needed, use a sharp utility knife and a metal straight edge. We also recommend cutting over a strip of plywood when making deeper cuts. For thicker felt, cut with short, repeated strokes. Change blades often to avoid dragging and stretching the material. As felt is a non-woven textile, it will not fray when cut clean and does not require finishing at the edges.
4. **COAT WITH ADHESIVE.** Cover any surface area that you wish to protect from glue smudging with paper and masking tape. Coat the surface of the felt with adhesive using a painting spatula. Allow to cure as per the adhesive manufacturer's instructions.
5. **APPLY.** Working from one end to remove any air bubbles, apply the felt to the surface using a weighed roller to smooth the surface and ensure maximum bonding of the adhesive.

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Disclaimer: The Brand Felt Ltd. manufactures 100% Wool Felt and provides these instructions as recommendations only. Brand Felt is not responsible for the installation and/or fabrication of products using our felt and cannot guarantee finished results. Any felt wall-covering should be mocked-up and tested prior to installation and a professional wall-covering installer who has experience working with natural materials should be consulted.