



# CHALKTALK®

A NEKOOSA BRAND

## QUICK REFERENCE GUIDE INSTALLATION & REMOVAL GUIDELINES

**ChalkTalk® is a writable/erasable black textured 5 mil film with a removable, pressure sensitive adhesive. This bulletin provides installation guidelines and general use instructions to ensure you get the most out of your ChalkTalk® product.**

ChalkTalk® can be installed on a variety of surfaces with its high peel removable adhesive as shown in the table below, it is not recommended for glass/windows as it may be too difficult to remove without damaging the glass. Proper attention to surface preparation will ensure a successful installation. It is always recommended that you test a surface first to ensure compatibility. Place a sample sheet on the surface for at least 48 hours to perform a test.

Do **not** install on walls that have been painted within 30 days. Paints must be fully cured prior to installation. Applying ChalkTalk® prematurely to uncured surfaces may result in bubbling due to outgassing and/or adhesion failure.

Not all paints are created equally. Low-or-no VOC paints as well as matte/flat colors typically have lower adhesion values. Testing is recommended to ensure the desired results are achieved.

Walls or mounting substrate must be properly cleaned prior to application (see below).

Do **not** install on unsealed drywall, plaster, unsealed wood or porous composite materials.

Mounting surface should be free of defects.

Do ensure your surface is at least 40° F prior to installation.

### Easy to apply and remove from these surfaces:

WOOD PANELING	POLISHED STONE	STAINLESS STEEL	SMOOTH PAINTED WALLS
TEXTURED PAINTED WALLS	LOW VOC PAINT	CONCRETE	PAINTED PLYWOOD

\*For best results, write on ChalkTalk with chalk ink pens.

### TOOLS YOU WILL NEED

Degreaser/Cleaner (Note - use cleaner that does not leave any residual wax, oils or surfactants as they may impact adhesion of the graphics to the surface)

Isopropyl Alcohol (IPA)

Lint-Free Cloths

Graphics Squeegee (Optional: Masking tape and tape measure for positioning graphics)

### SURFACE PREPARATION

Clean the surface where the ChalkTalk® film will be applied to remove all dirt, grease, oils and loose debris. Using a lint-free cloth with an appropriate neutral degreaser/cleaner for the wall.

If the surface can tolerate isopropyl alcohol (IPA), a good second step is to wipe down with rubbing alcohol (50/50 IPA/Water) using the lint-free cloth. This should remove any residuals that may have been left behind by degreaser/cleaner.

Allow surface to thoroughly dry.

### INSTALLATION

If your supplier has sent your ChalkTalk® film rolled up, lay the sheet flat for one day prior to installation.

When ready to apply the film, peel back release liner at top edge of graphics, enough to attach to surface.

Continue to work downward, peeling back the liner as you go, using the squeegee to smooth out graphics from center to edges to eliminate bubbles. Take care to not distort or stretch the vinyl.

If repositioning is necessary, gently remove and reapply.

Once complete, wipe entire graphic with soft, dry cloth to move any dust or residue from application process and now your ChalkTalk® film is ready for use.

### WRITING RECOMMENDATIONS

No conditioning is needed to begin use of your new ChalkTalk® film. Its surface is optimized to receive both standard and liquid chalks and erase cleanly with minimal image ghosting. Follow the marker instructions for erasing but most all recommend a soft damp cloth.

The following markers have been tested and are recommended:

- Crayola® Chalk
- Chalk Ink®
- Elmer's® Boardmate®
- Expo® Brightsticks®
- Staedtler® Soft Pastel Chalk

\*Do not use dry erase markers or Sharpie®

### REMOVAL GUIDELINES

Although removing ChalkTalk® film is much more straight-forward than installing, proper technique will help ensure a clean removal.

Start at any edge of the film and gently lift off enough to grab. For larger graphics, the edge can be slit and allowed to tear, so that the graphics can be removed in sections.

Slowly peel back on itself at a sharp angle. This will minimize the chances of paint pulling off or adhesive residual being left on the surface.

Continue at an even pace until completely removed. If any residual adhesive does stick to surface, use isopropyl alcohol to remove.

## TECHNICAL DATA ▶

Construction		Printability			
<b>Description</b>	5 mil Matte, Textured Black Vinyl	UV Offset, Screen and Inkjet, Latex, Eco-Solvent, Solvent			
<b>Film</b>	Premium Calendered Vinyl				
<b>Adhesive</b>	R45, High Peel Removable				
<b>Liner</b>	90# Layflat				

  

Physical Properties		Test Method			
<b>Thickness</b>	Film	TAPPI T-411	5.0 +/- 0.3 mils (127 +/- 8 µm)		
	Film w/ Adhesive	TAPPI T-411	6.0 +/- 0.2 mils (152 +/- 5 µm)		
	Total Thickness	TAPPI T-411	5.0 +/- 0.3 mils (127 +/- 8 µm)		
<b>Weight</b>	Film w/ Adhesive	TAPPI T-410	190-195 gsm		
	Total w/ Liner	TAPPI T-410	340-350 gsm		
<b>Opacity</b>		ASTM D1003	100%		
<b>Gloss Level</b>		ASTM D523	1.5%		
<b>Surface Energy</b>		ASTM D2578	33 min dyne/cm		
<b>Dimensional Stability</b>		ASTM D1204	1% - 5%		
<b>Tensile Strength</b>	MD	ASTM D882B	4500 +/- 450 psi		
	TD	ASTMD1204	3500 +/- 350 psi		
<b>Elongation</b>	MD	ASTM D88SB	130% - 180%		
	TD	ASTM D882B	130% - 180%		
<b>Adhesion 180°</b>	Surfaces	Test Method	1 min	15 min	24 hours
	Stainless Steel	ASTMD3330	25 oz/in	45 oz/in	45 oz/in
	Acrylic		35 oz/in	40 oz/in	55 oz/in
	Aluminum		15 oz/in	40 oz/in	40 oz/in
	Ceramic		30 oz/in	33 oz/in	50 oz/in
	Polycarbonate		45 oz/in	55 oz/in	65 oz/in
	Polypropylene		5 oz/in	10 oz/in	10 oz/in
	Wood (Sealed)		1.5 oz/in	1.7 oz/in	2 oz/in

  

Conditions for Use		Regulatory Compliance	
<b>Shelf Life</b>	1 year		CPSIA
<b>Outdoor Durability*</b>	6 months		RoHS
<b>Indoor Durability</b>	1 year		REACH
<b>Min Application Temp</b>	40° F (4.4° C)		
<b>Service Temp Range</b>	-10° to 140° F (-23° to 60° C)	<b>Fire Rating</b>	ASTM E84
<b>Solvent Resistance</b>	Good		
<b>Water Resistance</b>	Excellent		

\*For clean removability

There are so many different types of wall surfaces, paints, textures and other variables affecting the application success of this product, it is imperative that the end user determine the suitability of this product for the specific application. Nekoosa will not be held liable for any cost resulting from a failed application of this ChalkTalk® product. Printer/End user assumes all risk and costs associated with the application of this product. In the event of a failure that is due in part or in whole to a manufacturing defect, Nekoosa will replace the cost of material only.

The information provided herein is correct to the best of Nekoosa's knowledge, however, should not be construed as specifications. No liability for any errors, facts or opinions are accepted. Customers must satisfy themselves as to the suitability of this product for their application. No responsibility for any loss as a result of any person placing reliance on any material contained herein will be accepted.