



WHAT TO EXPECT: UNTRIMMED, HAND-PRINTED WALLCOVERINGS BEAUTIFULLY MADE BY HAND — AND INTENTIONALLY IMPERFECT

You have selected a specialty wallcovering that is produced using traditional printing methods. Hand-blocked and hand-screen-printed wallcoverings are valued for their craftsmanship, depth, character, and subtle variations that cannot be replicated by mass-produced materials. These wallcoverings are **not intended to have the uniform appearance of a machine-printed product**. Variations within and between rolls are inherent to the manufacturing process and are part of the beauty and character of the finished installation. Understanding these characteristics before installation is important in establishing realistic expectations for the finished space.

WHAT DOES “UNTRIMMED” MEAN?

Unlike most residential wallpaper, which arrives with factory-finished edges ready to install, **untrimmed wallcovering is manufactured with excess material along both edges of the roll**. Before installation, Wallflower must determine the appropriate trim line and **hand-trim each length or panel** to create the finished edges that will form the seams. This is a highly skilled and labor-intensive part of the installation process and is one reason installation of untrimmed goods typically costs more than installation of standard pre-trimmed wallcoverings.

HAND-BLOCKED & HAND-SCREEN-PRINTED MATERIALS

With hand-block printing, individual portions of a design are applied using carved printing blocks. With hand-screen printing, colors and portions of the pattern are applied separately through screens.

Depending upon the design, multiple colors may require multiple individual applications to create a single pattern.

Because these processes involve craftsmanship rather than completely automated printing, **minor variations are expected**.

You may notice:

- Slight variations in color or ink density
- Minor differences in pattern registration
- Small shifts where one printed color meets another
- Variations between rolls or panels
- Slight inconsistencies within the pattern match on same roll
- Minor irregularities in printed lines, shapes, or edges
- Visible evidence of the printing process
- Subtle differences in the way the pattern aligns from one strip to the next

These characteristics are **not manufacturing defects or installation errors**. They are inherent to the handcrafted nature of the wallcovering.



SEAMS & PATTERN MATCH

Wallflower will trim and install your wallcovering using professional techniques and will make every reasonable effort to achieve the best possible pattern alignment and finished appearance. However, with hand-printed goods, **the printed pattern itself may not register perfectly from one edge of the sheet to the other.**

This means there may be situations where every element of the design cannot align perfectly at the seam simultaneously. An installer may need to make professional judgments regarding placement and alignment to create the most visually balanced finished result.

Depending on the material and manufacturer's specifications, seams may be butt-joined, overlapped and double-cut, or installed using another technique appropriate for the product. A visible variation at a seam does not necessarily indicate improper installation.

Wallflower cannot eliminate variations that are inherent in the manufactured product.

THE BEAUTY IS IN THE CRAFT

Choosing a hand-blocked or hand-screen-printed wallcovering means choosing a product with a distinctly handcrafted appearance.

Small variations are part of what separates these materials from digitally or machine-printed wallcoverings. The finished installation should be appreciated **as a whole rather than evaluated for mechanical uniformity at every individual seam or printed element.**

If your expectation is perfectly identical color, exact registration of every printed element, and mechanically precise pattern alignment throughout the room, **a hand-printed wallcovering may not be the appropriate material for your project.**

CLIENT ACKNOWLEDGEMENT

By proceeding with installation, I acknowledge that I understand the characteristics of untrimmed, hand-blocked, and/or hand-screen-printed wallcoverings described above.

I understand that variations in printing, color, registration, pattern alignment, edges, seams, and other characteristics inherent to the manufacturing process are not necessarily defects and are outside Wallflower, LLC's control.

I understand that Wallflower will install the material according to professional industry practices and will use its professional judgment to achieve the best overall finished appearance reasonably possible with the material provided.

Client Name (Printed): _____

Client Signature: _____ **Date:** _____