

FARROW & BALL®

CRAFTSMEN IN PAINT AND PAPER

PRODUCT ADVICE SHEET

BLOSTMA WALLPAPER - 52

Our wallpapers are created using our own eco-friendly water based paints and responsibly sourced high quality paper.

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 : BP 52

Pattern Number : Latest and Greatest

Pattern Number : N/A

Pattern Number : 60cm (23 5/8")

Roll Width : 53cm/21"

Roll Length : 10m/11yd

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, 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 emulsion in 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.

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 endeavor 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.

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 pattern side of the paper. 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.

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.

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 when too little paste is used. 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.

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 our papers may be gently cleaned with a damp soft cloth, they are not waterproof. Do not apply in temperatures below 10°C or in excessive heat above 25°C.

For advice on colours, paint finishes or wallpaper our customer services team is on hand to help you, just call +44 (0) 1202 876141, email sales@farrow-ball.com, or write to us at Farrow & Ball, Uddens Estate, Wimborne, Dorset, BH21 7NL, UK. Please note that calls may be recorded for training purposes. Imported in EU by Farrow & Ball, Kaiserstraße 25, Frankfurt am Main, Deutschland, +49 (0) 69 2424 6269.

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