



altro

# Installation guide for Altro Whiterock™ PopArt

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Installation quickfacts, installation and maintenance guides are available online at [altro.com/techdocs](https://altro.com/techdocs)

Altro Whiterock PopArt is a custom wall system consisting of reproducing vector artwork or high resolution photography onto Altro Whiterock wall panels.

- Altro Whiterock PopArt Lite – No film
- Altro Whiterock PopArt Matte – Matte film
- Altro Whiterock PopArt Gloss+ - Gloss film

## Pre-installation

- Inspect all materials.
- Dry fit all panels and joint strips prior to installation to confirm images are aligned.
- Do not drill holes in the panels unless required for equipment, holes cannot be repaired.
- Confirm other trades are finished and install Altro Whiterock PopArt panels at the same time artwork is scheduled.
- Ensure wall substrate is smooth, sound, dry, and free of contamination. The wall and working environment must be free of dust. Failure to comply to these conditions will reduce the bond strength between the adhesive and/or 1 ½” hook and loop tape and the substrate, and may cause the panels to debond.
- Do not thermoform Altro Whiterock PopArt Matte and Gloss+.
- Altro Whiterock PopArt Lite is able to be thermoformed, but care must be taken in order to not over heat and damage the printed image.
- **Do not heat weld images.** See [heat weld installation for exceptions](#).

## Adhesives

### Altro W157 – permanent installation

Water-based acrylic adhesive suitable for surfaces in dry, climate-controlled areas and only to be used with absorbent substrates.

### Altro W147 – permanent installation

Versatile non-toxic, water-based spray adhesive suitable for surfaces in dry, climate-controlled areas. Recommended for butt seams applications only.

### Altro W39 – permanent installation

Two part polyurethane adhesive suitable for absorbent and non-absorbent substrates. When in doubt use this adhesive.

### 1 ½” hook and loop tape – removable installation

Refer to our 1 ½” hook and loop tape installation guide for full details

## Seam options

### Butt seams

When ordering butt seam method the panels will be slightly trimmed at the factory for a flush installation. Actual panel size will be indicated on digital image proof supplied by the factory during the design process.

Butt seam installation follows the same setup as per heat welding without the gap. This method uses 2” foam tape at seam location, allowing for 1” tape on each panel.

*It is not recommended to use sanitary sealant at the seams.*

### Joint strips

Printed joint strips are available at an additional cost.

Please refer to the Altro Whiterock installation guide for assistance in selecting the appropriate adhesives, tapes, and installation techniques.

## Cutting instructions

The most effective way to cut Altro Whiterock PopArt is with a track-guided circular saw. The blade used to cut the panel should be carbide tipped with a minimum of 60 teeth.

To ensure the cut does not damage the film on the Altro Whiterock PopArt Matte and Gloss+ laminated panels, place a strip of delicate surface painters tape at the location of the cut. This will help protect the film while the cut is being made. Upon completion of the cut, the tape can be removed.

## Heat welded installation (film offset)

Note: It is recommended to only heat weld the outer edges/seams of Altro Whiterock PopArt panels and not between two Altro Whiterock PopArt panels where the image is across more than one panel. If heat welding, the Matte and Gloss+ laminated panels must be specified at the time of the order to allow for film to be offset from panel edge. Matte and Gloss+ panels cut on site or panels without the film offset must be carefully prepared in order to successfully heat weld. It is recommended to follow the procedures at the end of this document for proper preparation of a heat-welded seam for panels without the film offset.

Items needed for this type of installation are as follows:

- Appropriate adhesive
- W165 tape adhesion promoter
- 2" chip brush
- A815/2 double-sided foam tape
- A809/05 Anti-static solution (liquid)
- Weldrod

1. Select the location where the panel will be mounted.
2. Apply A815/2" double-sided foam tape on the wall so that it is centered at the seam, making sure to leave the paper face on the double-sided tape. (Make sure to use W165 tape adhesion promoter at all locations that will receive tape).
3. Apply adhesive to back of panel, making sure that the adhesive is held back 1" from the edge where the double-sided tape will hit it.
4. Fit panel on wall making sure to leave a 1/16"(1.5mm) gap between the Altro Whiterock PopArt panel and any adjoining panels. You may use finish nails (3d) to get the spacing correct.
5. Carefully pull back the edge of the Altro Whiterock PopArt panel from the wall and remove the paper covering the double-sided tape. Carefully set the panel onto the double-sided tape, assuring that the panel remains in the proper placement. Finish setting panel.
6. Clean both the seam area and the weld rod.
7. Use a 4mm narrow-flow welding tip (AST HWT 4MMN) for the welding of Altro Whiterock panels.
8. To determine proper temperature and speed for heat welding, test weld on a scrap piece of Altro Whiterock before proceeding.
9. The heat weld may be trimmed flush when semi-cooled using a Mozart skiving/trimming knife.

## Heat welded installation (without film offset)

1. Once the panel is sized and cut to the desired length and width, make a mark 1/16" off the seam edge both at the top and bottom of the panel.
2. With a straight edge and sharp utility knife, lightly cut through the film at this mark along the entire seam edge.
3. Take care when removing this portion of the film that is 1/16" wide. If the edge of panel has adhesive residue after removing the film, clean with anti-static, mild detergent, denatured alcohol or similar.
4. Bevel the edge of the panel as you would for a traditional Altro Whiterock heat-welded seam.
5. Use normal foam tape placement and heat welding practices as for a traditional Altro Whiterock heat-welded seam.
6. Use a Mozart skiving knife to trim the weld rod versus using a moon/spatula knife in order to not disturb the whiteboard film.

Refer to the heat welding guide below when installing Altro Whiterock PopArt panels. Only the outer edges/seams should be heat welded.

