Informations & Hanging Instructions

Fortuny wallcoverings are handmade in Italy with an exclusive process, creating their unique look. Minor variations are to be expected and are part of the inherent beauty in any artisanal product.

1. Before you start

Check that your Fortuny Wallpaper is intact and has not been damaged in transit. Material damaged during transit will not be eligible for a replacement claim if Fortuny is not informed prior to opening the packaging. Ensure that you have adequate lighting to inspect the material properly while you are hanging it and after it is in position. Make sure that the area where you are hanging Fortuny Wallpaper is at least 12°C (55°F) and that there is good ventilation.

Fortuny Wallpaper can be repositioned for as long as the adhesive remains wet. Ensure that the area where you are hanging the wallpaper is at least 12°C (55°F) and there is proper ventilation in the room.

Do not use different batches of wallpaper on the same wall.

2. Surface preparation

The preparation, hanging, and selection of the paste are the responsibility of the installer. Fortuny provides guidelines for normal conditions of absorption that must be adapted to suit the specific circumstances of each site. Fortuny shall not be liable for any damages sustained during the preparation and hanging process. It is the responsibility of the installer to check individual installation conditions.

Fortuny's recommendations for surface preparation are:

- Brush the area that will be covered with a stiff bristle brush to remove all dirt and loose material.
- All surface marks should be removed using a detergent solution or wall primer and allowed to dry thoroughly before applying Fortuny Wallpaper.
- Remove any wall surface mold or algae with a fungicidal wash following instructions on the product. Surface should be allowed to dry thoroughly before applying Fortuny Wallpaper.
- Any holes, cracks, or defects in the surface should be filled with a high-quality filler, smoothed out, and allowed to dry before the wallpaper is applied.
- It is important to keep in mind that a dry surface is essential. If the wall must be repaired, always allow the surface to dry thoroughly before installing the wallpaper.
- All surfaces should be stripped of old wall coverings (unless the covering is a lining paper), clean, free from dust or grease, and dry.

3. Choice of Adhesive

Fortuny recommends Henkel (metylan ovalit), Murabond, or Roman pastes, which are available in specialized stores.

Combining Murabond adhesives with the wallpaper's base material enables it to meet EN 13501-1 fire certification standards.

4. Surface instructions using Murabond products

- Uncoated absorbent surfaces (e.g. plaster, plasterboard, MDF): After surface preparation has been completed, apply one coat of diluted Murabond Primer (1 part primer to 3 parts clean water) and allow to dry completely. Apply Fortuny Wallpaper using Murabond Heavy Adhesive.
- Coated absorbent surfaces (e.g. emulsion paints, plaster primers): After surface preparation has been completed, rub down the wall to create a suitable surface to receive the adhesive. After ensuring all surfaces are completely dry, apply one coat of diluted Murabond Primer (1 part primer to 1 part clean water) and allow to dry completely. Apply Fortuny Wallpaper using a light layer of Murabond Heavy Adhesive. It is important to note that multiple coats may impair the porosity of the surface and affect adhesion.
- Non-absorbent surfaces (e.g. oil-based paints, plasterboard sealers): After surface preparation has been completed, any filled, patched, or absorbent areas should be made smooth and equalized in color and absorbency with a similar pigmented oil-based paint and allowed to dry. Apply Fortuny Wallpaper using Murabond Sealed Surface Adhesive.
- Murabond Sealed Surface Adhesive should be applied one drop at a time, to ensure you are able to work within the "open time" of the adhesive.

5. Hanging Fortuny Wallpaper

- Apply undiluted adhesive to the wall surface to be covered using a medium-pile paint roller and brush. Only paste one drop area at a time.
- Use a wallcovering spatula to apply Fortuny Wallpaper using a smooth up-and-down motion. Take care not to squeeze the adhesive out at the edges.
- Let Fortuny Wallpaper settle for about 15 minutes before trimming the top and bottom.
- If you are overlapping and trimming Fortuny Wallpaper, overlap sufficiently to match up the design and then trim down the middle ensuring that protective plastic strips are used to prevent damage to the wall.
- If you are not joining the wallpaper immediately, turn back the edges by about 5cm (2") until you are ready to continue.
- If you are butt-joining Fortuny Wallpaper, align the design from top and bottom to match and work away from the butted edge with the same up-and-down motion using the spatula.
- Never assume bubbling will dry out. Any areas of bubbling must be rectified while the adhesive is still wet.
- Never allow adhesive to encounter the face of the wallpaper, as complete removal may be impossible.

Each wallcovering is delivered with detailed hanging instructions, either on the reverse side of the roll label, or on the packaging. These instructions are also available by request to Fortuny's customer service team.

6. Stripping and removal

- Providing the wall surface is stable or was made stable prior to application, Fortuny Wallpaper can be removed by wetting down the face of the material and allowing to fully soak.
- It is important to let the moisture soften the adhesive before attempting to remove to avoid damage to the wall surface.

7. Fortuny Wallpaper – Specifications and Certifications

This soft, polyester non-woven has a wonderful matte finish ideally suited for designs that are artistic and textured. It adds a soft, almost tactile quality, that gives the overall finish a high-end fine-art look and feel. Fortuny Wallpaper will add a timeless, elegant look to any interior.

- Material: non-woven polyester
- Fully fire rated for all interiors (when using Murabond adhesive)
- CE certified & meets Construction Products Regulations EN15102
- Paste to the wall application
- Strippable (when used with the correct adhesive system)
- CE Certified EN 15102:2007 + A1: 2011 k
- Fire rating - EN 13501-1: C-s1, dO / 7
- FSC MIX Credit) A
- Substrate weight 147 gr/m²
- Tensile Strength MD 4400 N/m
- Tensile Strength CD 2900 N/m
- Tensile MD 7%
- Tensile CD 14%
- Impact resistance: Pass

8. Applications

Fortuny Wallpaper is the perfect choice for residential interiors and 'low traffic' commercial and hospitality environments, such as headboard walls in hotels or behind display units in retail.

9. Cleaning instructions

For any stains, it is recommended to immediately clean gently with a slightly damp soft cloth. Avoid using harsh or abrasive cleaners as that could damage the wallpaper's surface. We recommend avoiding the use of water or cleaners directly on the wallpaper.

For ordinary wall cleaning, gently rub the surface with a soft, dry cloth.

10. Key

Non-washable
Remove traces of glue with a damp sponge without rubbing


Good light fastness


Free match


Straight match


Offset match


Paste the wall


Strippable



Sold by the roll of 12,6 yds (11,5 m)


Flame retardant fabric
EN 13501-1