



WoodWall®



WoodWall®—Real timber wallpaper. Pre-finished and available in a range of FSC® certified Eveneer® and natural veneer species, WoodWall® is supplied in sheets ready to hang. An environmentally friendly timber wall panelling option that uses less than 5% of the timber used in traditional panelling.

WoodWall® is suitable for residential and commercial application where it can be used on walls, columns, beams and ceilings and applied to a variety of surfaces including plaster, plasterboard, MDF, plastic and metal.

Its outstanding flexibility means it is able to conform to curved surfaces, even folding around a 1mm radius, parallel with the grain, for seam-free corners.

ADVANTAGES

Ideal for direct application to plaster or plasterboard.

Seamless installation with no need for shadowlines.

Wide range of timber species—Eveneer and natural timber veneers.

Quickly and easily installed by wall-covering professionals with standard wall-covering tools and minimal site disturbance.

Cost effective.

Flexible for application to curved surfaces.

Folds around a 1mm radius parallel to the grain, for seam free corners.

Long sequence runs—Matched and numbered.

Convenient rolls for easy delivery to site.

Environmentally friendly—Up to 3 times the yield of conventional veneer and less than 5% of the timber usage of traditional wood panelling.

TECHNICAL

Stock Sizes

LENGTH 3050mm*

WIDTH 930mm**

THICKNESS 0.4 to 0.6mm

**Up to 4000mm length available on request, subject to timber availability.*

Finishes

WoodWall is pre-finished with polyurethane with an effective gloss level of 5%. Increased durability and gloss level is available with our 3-coat Elite finish in 30% gloss. WoodWall can also be oversprayed in situ.

Veneer Species

The Eveneer range of reconstructed timber veneers offers the benefits of consistent appearance, availability and environmental certification. Made from species grown in well managed FSC* certified forests and plantations the veneer is rotary peeled for maximum yield, colour enhanced and then reformed into a solid log that is sliced to produce veneers of consistent colour and pattern.

Our natural timber veneers are sourced from the highest quality logs from a wide variety of tree species obtained from managed forests, plantations and FSC* certified sources. Natural timbers vary in colour and figure from tree to tree and even within the same tree, due to the variables in the environment, the soil conditions surrounding the tree, the quality of the air and water and weather over the years. Each tree is unique and the characteristics of each leaf of veneer from a given tree are also unique, this is what gives them their natural beauty.

Note—The supply of all veneers is subject to availability.

Samples

Any sample product or sample image is provided as an indication only as to the general nature of the product.

Reaction to Light

WoodWall is made from real timber veneers which will react to various environmental conditions, such as direct and indirect light, as well as heat and humidity. A change in surface colour and appearance, over time, is therefore considered normal and not a defect.

We recommend that WoodWall be used within closed buildings where it will not be exposed to direct sunlight and moisture.

Pattern

The appearance of WoodWall is largely determined by how the veneer is cut and the leaves matched to form the full sheet. Listed below are the standard patterns available in WoodWall. Other patterns of veneer cutting and matching are available. *(Please see back page for graphic representation)*

QUARTERED

A straight or slightly wavy striped pattern

CROWN

A flame pattern

PLANKED

A mismatched pattern similar to the look of floorboards

BURL

A swirling irregular pattern

WoodWall sheets are sequentially numbered at the bottom to assist matching during installation.

Sequence Matching

When planning the installation of WoodWall natural timber veneers in your project, it is important to order sequence matched material so that the installation has an harmonious appearance (similar to installing a wall mural). WoodWall sheets are sequence matched, i.e. each leaf of veneer is laid down in the order in which it was sliced out of the log and each sheet is made in order. Sometimes there is not a sequence run available that is long enough to complete an entire project and in this case it is necessary to break the project up into manageable parcels of sequence runs; e.g. different wall planes. Please contact **Hallmark** Group to discuss how this can best be done for your project. As the WoodWall for your project will generally come from one log, the length ordered must be the longest length required. Windows, steps, drop bulkheads etc must be cut around and the spare material discarded. You cannot patch around these elements with leftover material as it will ruin the overall appearance. *(Please see back page for graphic representation)*

End Matching

Installations requiring longer than standard sizes may require end matching. End matching offers the greatest continuity of colour and figure. Sheets are installed sequentially with the first number in the lower left quadrant. The second is rotated 180 degrees and joined at the top of the first sheet. For the best appearance when end matching sequenced sheets, mate numbered edge to numbered edge or non-numbered edge to non-numbered edge, based on the desired result. End matching must be specified when ordering. *(Please see back page for graphic representation)*

INSTALLATION

The installation process is critical to the aesthetic appeal of WoodWall. Environmental conditions, surface preparation, primer and adhesive selection and quality workmanship are the key elements for a successful installation. WoodWall must be installed by a qualified wallpaper installer. A WoodWall installation guide can be downloaded from www.eltongroup.com/woodwall.

CLEANING AND MAINTENANCE

Cleaning

The cleaning process is a very important part of the installation process of WoodWall's overall appearance. Adhesive and paste residue left on the surface of the wood species can become a problem later if not cleaned off during the installation process.

It is recommended to clean the surface of the WoodWall™ Natural Wood Wallcovering with clean water once or twice during the final installation process. A lint-free cloth or a good grade sponge can be used for this process.

Maintenance

If required, clean the entire surface with Murphy's Oil Soap, following the manufacturer's directions. The wood surface may also be cleaned with warm clean water using a damp lint-free rag or sponge. Do not flood the surface. Do not use any abrasive cleaners or pads on the surface of WoodWall™. Polish as required with good quality furniture oil.

ENVIRONMENT

We would all like to cut down fewer trees to decrease the raw wood fibre contained in many panel products. WoodWall achieves this goal by offering one of the largest sequenced and consistent runs in a natural wood panelling available today. The patented process for slicing the veneer increases the log's yield by approximately 300%. The same volume of veneer that would traditionally come from 3 trees now only requires 1. Not only that but WoodWall uses less than 5% of the timber used in traditional timber veneered panelling. WoodWall was developed and continues to be manufactured with the goal of assuring reliable supplies for future generations. Trees are sourced from managed forests, plantations and FSC* certified sources.

**FSC is an internationally recognised body that certifies timber products produced in a sustainable manner, with a stringent traceability system that verifies the path taken by certified raw material throughout all stages of processing, manufacturing and distribution.*

SPECIFYING NOTES

**delete as applicable*

Product Name

WoodWall

Species

Pattern

QUARTERED / PLANKED / CROWN / BURL*

Sheet Size

3050 X 930MM / 2750 X 930MM / OTHER*

Finish

STANDARD 5% GLOSS / ELITE (30 – 70%) GLOSS*

Contact

Hallmark Group
355 Flaxton Road
Rangiora 7400

Ph: 0800 846 237

Email: info@hallmarkgroup.co.nz

Installation

Refer to woodwall.co.nz/installation

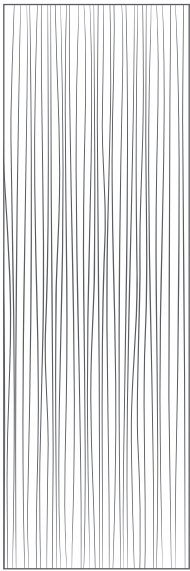
Finishing

WoodWall has a factory applied polyurethane finish. If an additional finish is required, use 1 – 2 coats of a low – mid sheen polyurethane.

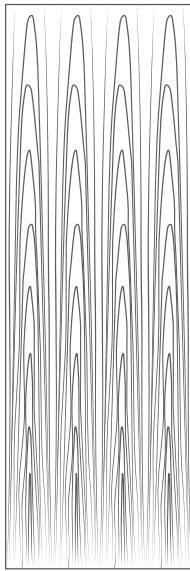
Maintenance

Treat WoodWall as you would fine timber furniture. Use a lint free cloth and Murphy's Oil Soap, or similar, to clean. Polish as required with good quality furniture oil.

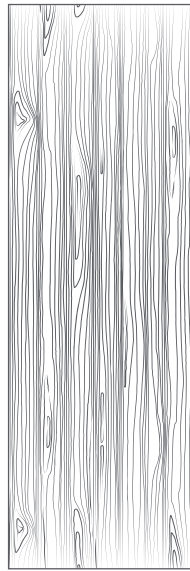
Pattern



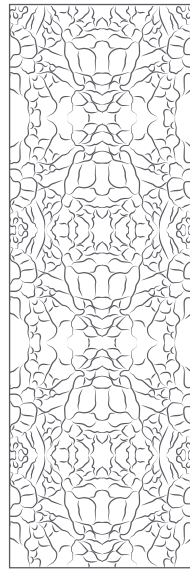
QUARTERED



CROWN

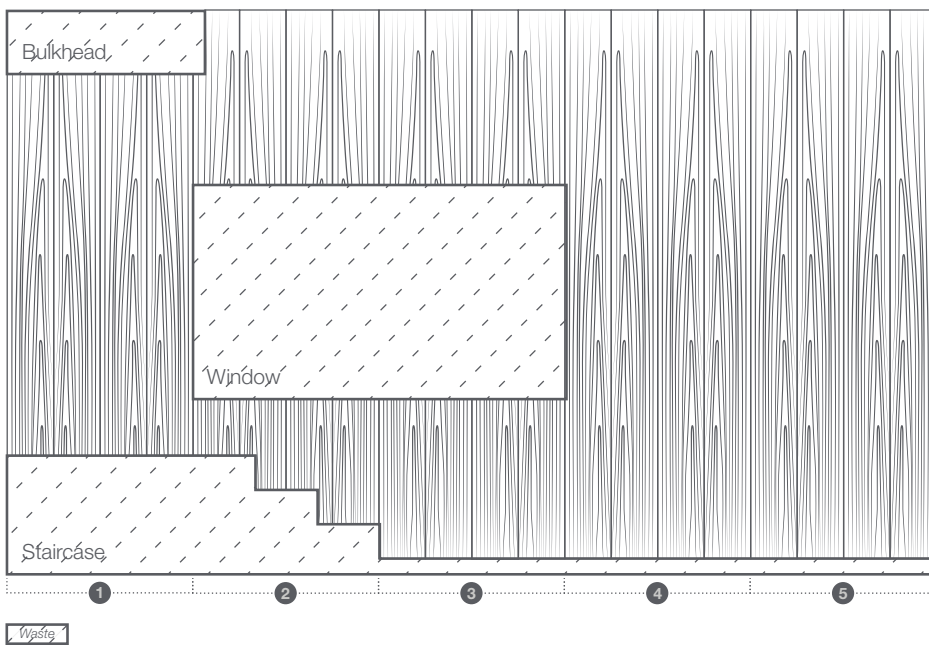


PLANKED



BURL

Sequence Matching



End Matching

