

VERTICAL ILLUSION

INSTALLATION INSTRUCTIONS

WWW.VERTICALILLUSION.COM

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A Note from Vertical Illusion

Always hire an experienced, licensed professional to install product of this magnitude.

Thank you so much from the team at Vertical Illusion for your purchase! Our products are incredibly versatile - between the tile shapes, product colors, and installation patterns, the possibilities ARE endless! We can't wait to see what you come up with, so if you don't mind sharing, please send us any photos of your creations (info@verticalillusion.com) and tag any social media posts ([#verticalillusion](https://www.instagram.com/verticalillusion)) so that we can see your unique ideas and amazing end results. If at any time you have any questions, please don't hesitate to contact us—we're here for you!

What You'll Need

- > Measuring tape
- > Pencil
- > Level
- > Chalkline
- > Tested/approved adhesive: Mapei Ultrabond Eco 962
- > 1/8" notch trowel
- > Saw (wet or dry, chop saw, table saw, coping saw or wood saw)
- > Ladder

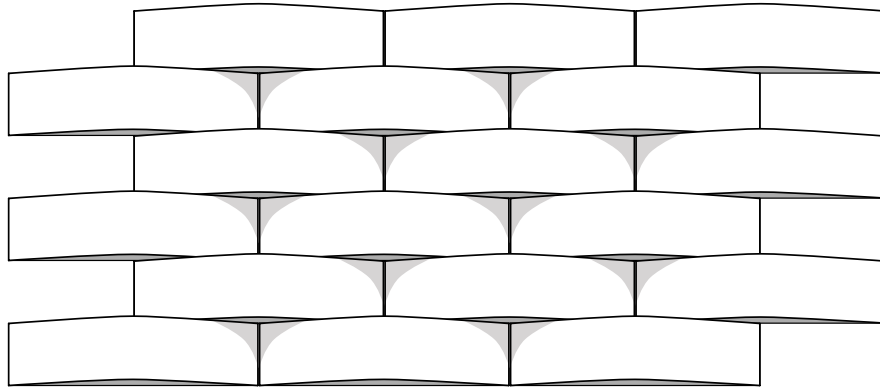
Getting Started

- > Open and inspect your order immediately upon arrival for any damage caused during shipping.
- > Vertical Illusion products are handmade and that makes them different from other products. Any perceived imperfections are part of that uniqueness and are inherent in the design. Not all edges are perfectly straight and some gapping (1/16") between parts will be present. Vertical Illusion parts undergo extreme heat & pressure during the finishing process which creates a slightly warped back surface. This nuance doesn't affect the installation provided the installer is aware and uses more adhesive on the areas that don't sit flush to the substrate.
- > If the color of the wall is not a color that you want to see between the parts, you will need to paint the wall a matching tone prior to installing your Vertical Illusion wall.

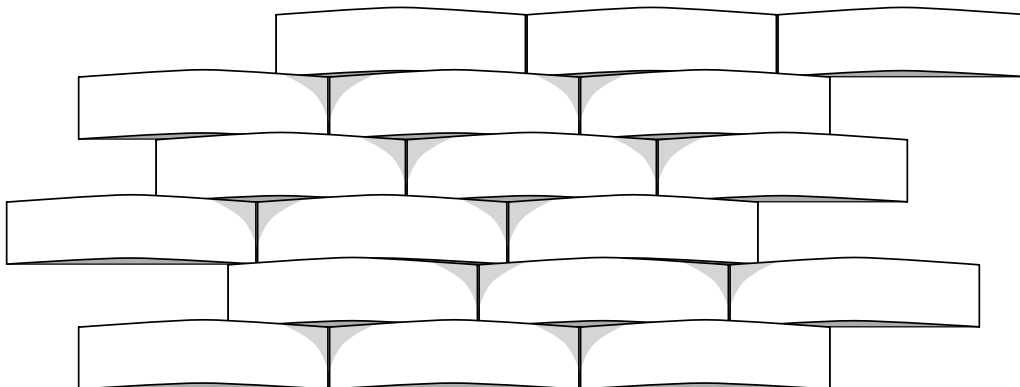
Plan Your Layout

We Recommend:

- > **Start on the floor!** Lay out a full case of material on the floor until you find a pattern that best fits your space. There's no wrong way. Begin with a traditional pattern - for example, a brickset. Then try shifting the vertical lines randomly to avoid the repetitive pattern of the brickset. This creates an entirely different approach and increases the visual allure as the shadows will be randomized.



Typical Brickset

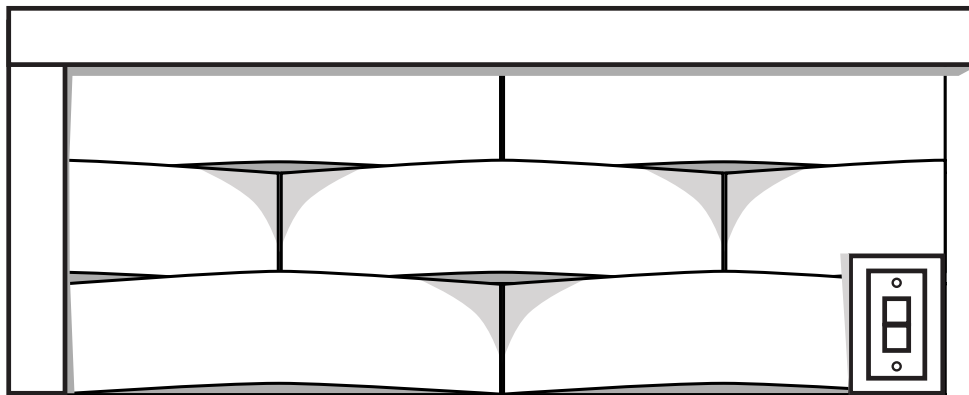


Random Brickset

- > Get familiar with the Vertical Illusion part and dimension. Begin by marking the vertical centerline and the horizontal centerline on the wall. Work away from the centerlines to identify where cuts or small parts will fall.

- > We find that once furniture is placed, the bottom of each wall becomes the least visual line, therefore we recommend beginning with full or half piece parts at the top and work your way down.
- > START/STOP TRIM STICKS: We have trim that allows the product to work with inside and outside corners. It can also act as a picture frame completely trimming out all four sides of your feature wall.
- > LIGHT SWITCHES AND OUTLETS: We have block out parts for all electrical. Single, double even triple gang boxes - not a problem.

Install the block out box before installing product. Once the block out box is secure, the product can be cut around the boxes, giving your wall a designer finish. Depending on how clean your cuts are, you might want to use a flexible caulk that is similar in color to reduce any uneven lines.



- > DISCLAIMER: Approved electrical extension rings must be installed when using Vertical Illusion block out boxes.

Ready to Install

- If you haven't yet, now is the time to use the chalkline to mark a grid of vertical and horizontal lines on the wall to keep the pattern from meandering.
- Use this tested and approved adhesive: Mapei Ultrabond Eco 962.
- Using the 1/8" notch trowel, apply the approved adhesive directly to the Vertical Illusion part or to the substrate (wood, concrete, and drywall are all acceptable substrates).
- Apply pressure until part is firmly secured to the wall.
- There are many methods of cutting Vertical Illusion parts: you can use a chop saw, table saw, wet saw, coping saw, or wood saw, it's up to you!
- BATHROOM/KITCHEN: Vertical Illusion products may be used in these environments provided the products are not installed directly in a wet area.

Disclaimers:

- When cutting Vertical Illusion tiles, always cut from top/front to the back/bottom. This will preserve the integrity of the tile's finish.
- When installing around a fireplace, be aware that the finishing process requires a heat activated adhesive which will fail if installed around a heat source. Check manufactures guidelines regarding distance from firebox to avoid heat damage to the product.