

Wallpaper materials

Photowall wallpaper is digitally printed to order in Sweden on PVC-free, FSC®-certified non-woven. Four materials cover residential, high-traffic commercial and temporary applications. This document provides the technical data needed for specification, tendering and installation planning.

RESIDENTIAL

Satin
Coated non-woven with a smooth surface and soft satin sheen. A polished, lightfast finish with lasting durability.
Finish Soft satin sheen
Install Paste the wall
EU fire C-s1,d0
Use Living rooms, bedrooms, dining rooms, hallways, home offices

RESIDENTIAL · LOW TRAFFIC

Classic Matte
Traditional matte finish on uncoated non-woven. Same 147 g/m² base as Premium Matte, without protective lamination. Lightfast.
Finish Matte
Install Paste the wall
EU fire B-s1,d0
Use Bedrooms, living rooms, dining rooms, low-traffic spaces

COMMERCIAL · HIGH TRAFFIC

Premium Matte
Uncoated non-woven with protective laminate. Scratch-resistant, cleanable with mild detergent and extra fade-resistant.
Finish Extra matte, anti-reflective
Install Paste the wall
EU fire B-s1,d0
Use Corridors, restaurants, waiting rooms, children's rooms, bathrooms (outside direct water)

TEMPORARY · RETAIL

Peel & Stick
Self-adhesive, top-coated non-woven with protective laminate. Removable and repositionable for fast changeovers. Extra fade-resistant.
Finish Extra matte, anti-reflective
Install Self-adhesive
EU fire C-s1,d0
Use Retail, rental properties, temporary installations, seasonal updates

PVC-free

All materials, non-woven base

FSC® certified

All materials · FSC-C197010

A+ VOC

French VOC emission decree

Made in Sweden

Printed to order, dry-toner

Material selection guide

APPLICATION	SATIN	CLASSIC MATTE	PREMIUM MATTE	PEEL & STICK
Residential living areas	●	●	●	●
Children's rooms, hallways	◐	◐	●	●
Bathrooms (outside direct water zones)	●	●	●	●
High-traffic commercial (corridors, restaurants, waiting rooms)	●	●	●	◐
Rental / temporary / seasonal installations	●	●	●	●
Projects requiring Euroclass B	●	●	●	●

● Recommended ◐ Suitable ● Not recommended. Half ratings are derived from the performance data on the following page.

Technical data

PROPERTY	SATIN	CLASSIC MATTE	PREMIUM MATTE	PEEL & STICK
MATERIAL				
Base material	Coated non-woven	Uncoated non-woven	Uncoated non-woven	Coated non-woven
PVC / vinyl free	Yes	Yes	Yes	Yes
Protective top coating / lamination	No	No	Yes	Yes
Adhesive backing	No	No	No	Yes
Weight (base paper)	180 g/m² 5.3l oz/yd²	147 g/m² 4.34 oz/yd²	147 g/m² 4.34 oz/yd²	180 g/m² 5.3l oz/yd²
Thickness (base paper)	220 µm	243 µm	243 µm + laminate	220 µm + laminate and adhesive layer
Panel width	45 cm / 17.7"	45 cm / 17.7"	45 cm / 17.7"	45 cm / 17.7"
Maximum panel length	According to customer requirements	According to customer requirements	According to customer requirements	According to customer requirements
Surface texture / feel	Satin finish	Matte finish	Anti-glare matte finish	Anti-glare matte finish
Base paper composition	Non-woven: cellulose 89 %, polyester 11 %	Cellulose 55–61 %, polyester 10–14 %, binder 10.5–14.5 %, mineral fillers 14.5–18.5 %	Cellulose 55–61 %, polyester 10–14 %, binder 10.5–14.5 %, mineral fillers 14.5–18.5 %	Non-woven: cellulose 89 %, polyester 11 %
Adhesive layer	—	—	—	Removable clear acrylic, 36 µm
PHYSICAL PROPERTIES (BASE PAPER)				
Dry tensile strength MD / CD	9 500 / 5 800 N/m	7 850 / 4 350 N/m	7 850 / 4 350 N/m	9 500 / 5 800 N/m
Elongation MD / CD	7.5 / 16.5 %	6 / 12 %	6 / 12 %	7.5 / 16.5 %
Wet/dry strength ratio	33 %	32 %	32 %	33 %
Dimensional stability, wet (CD max)	0.4 %	0.4 %	0.4 %	0.4 %
Opacity	95 %	94 %	94 %	95 %
PRINT & COLOUR				
Print technology	Digital, dry-toner	Digital, dry-toner	Digital, dry-toner	Digital, dry-toner
Surface finish	Soft satin sheen	Matte	Extra matte, anti-reflective	Extra matte, anti-reflective
Colour fastness	Very good to excellent lightfastness	Very good to excellent lightfastness	Very good to excellent lightfastness; extra fade-resistant	Very good to excellent lightfastness; extra fade-resistant
Blue Wool Scale rating (inks)	6–8	6–8	6–8	6–8

Technical data (continued)

PROPERTY	SATIN	CLASSIC MATTE	PREMIUM MATTE	PEEL & STICK
PERFORMANCE				
Cleanability	Wipeable (damp cloth)	Wipeable (damp cloth)	Cleanable (mild detergent)	Cleanable (mild detergent)
Stain & scratch resistance	Medium/High	Standard (no laminate)	Very high	Very high
Moisture / humidity tolerance	Standard	Standard (no laminate)	Good	Good
Suitable for bathrooms	No	No	Yes (outside direct water zone)	Yes (outside direct water zone)
Removal	Dry-strippable, in one piece*	Dry-strippable, in one piece*	Dry-strippable, in one piece*	Removable and repositionable, peels off like a sticker
Expected lifetime	>15 years	>15 years	>15 years	10 years
INSTALLATION				
Installation method	Paste the wall	Paste the wall	Paste the wall	Self-adhesive
Seam	Butt join	Butt join	Butt join	Butt join
Panel format	Numbered, edge-to-edge	Numbered, edge-to-edge	Numbered, edge-to-edge	Numbered, edge-to-edge
Suitable surfaces	Smooth, primed walls	Smooth, primed walls	Smooth, primed walls	Smooth, primed, dry surfaces
Recommended adhesive	Standard glue for non-woven wallpaper	Standard glue for non-woven wallpaper	Standard glue for non-woven wallpaper	n/a (self-adhesive)
CERTIFICATIONS & STANDARDS				
Reaction to fire, EU (EN 13501-1)	C-s1,d0	B-s1,d0	B-s1,d0	C-s1,d0
VOC emissions	A+ (French decree)	A+ (French decree)	A+ (French decree)	A+ (French decree)
REACH compliant (base paper)	Yes	Yes	Yes	Yes
Formaldehyde, EN 12149 (base paper)	< 25 mg/kg (EN 15102 limit 120 mg/kg)			
Heavy metals, EN 12149 (base paper)	Sb, As, Cd, Cr, Hg, Se not present. Barium < 5 mg/kg (limit 500). Lead < 0.5 mg/kg, traces only (limit 90).			
Vinyl chloride monomer (VCM)	Not present (PVC-free)			
Other substances not present (base paper)	PFOA, PFOS, phthalates (DBP, DEHP), bisphenol A and other phenolic compounds, benzene, styrene, toluene, 2-butoxyethanol			
FSC® certified (FSC-C197010)	Yes	Yes	Yes	Yes
SUSTAINABILITY & ORIGIN				
Recycled fibre content (base paper)	—	Contains recycled fibres	Contains recycled fibres	—
Base paper plant certified ISO 9001, 14001 & 45001	Yes	Yes	Yes	Yes
Recyclable packaging	Yes	Yes	Yes	Yes
Country of manufacture	Sweden	Sweden	Sweden	Sweden

* When hung on a suitable, well-prepared surface. Base-paper values are taken from the substrate manufacturer's technical data sheets and regulatory declaration (Ahlstrom Malmedy, 2026) and apply to the unprinted non-woven. oz/yd² values converted from g/m² (1 oz/yd² = 33.906 g/m²).

Fire safety

Reaction-to-fire classifications to EN 13501-1, issued by RISE Research Institutes of Sweden, formerly SP Technical Research Institute of Sweden (accredited testing laboratory no. 1002).

PROPERTY	SATIN	CLASSIC MATTE	PREMIUM MATTE	PEEL & STICK
Reaction to fire, EU (EN 13501-1)	C-s1,d0	B-s1,d0	B-s1,d0	C-s1,d0
Fire test methods	EN 13823 (SBI) + EN ISO 11925-2	EN 13823 (SBI) + EN ISO 11925-2	EN 13823 (SBI) + EN ISO 11925-2	EN 13823 (SBI) + EN ISO 11925-2
Fire classification valid on	Paper-faced gypsum plasterboard, or any Euroclass A1 / A2-s1,d0 substrate ≥ 12 mm thick and ≥ 525 kg/m³. Vertical joints. All colours.			
Product standard (stated compliance)	EN 15102	EN 15102	EN 15102	EN 15102

Fire test results (EN 13823 SBI, worst case)

PARAMETER	SATIN	CLASSIC & PREMIUM MATTE	PEEL & STICK	BASE PAPER (UNPRINTED)	LIMIT FOR B / S1
FIGRA _{0,2MJ} (fire growth rate)	168 W/s	99 W/s	245 W/s	58 W/s	≤ 120 W/s
FIGRA _{0,4MJ}	125 W/s	56 W/s	129 W/s	18 W/s	≤ 250 W/s (class C)
THR _{600s} (total heat release)	1.4 MJ	1.3 MJ	1.5 MJ	1.5 MJ	≤ 7.5 MJ
SMOGRA (smoke growth rate)	0 m²/s²	0 m²/s²	0 m²/s²	0 m²/s²	≤ 30 m²/s²
TSP _{600s} (total smoke)	28 m²	12 m²	21 m²	4 m²	≤ 50 m²
Lateral flame spread	Below edge	Below edge	Below edge	Below edge	Below edge
Flaming droplets / particles	None (d0)	None (d0)	None (d0)	None (d0)	None for d0
Result	C-s1,d0	B-s1,d0	C-s1,d0	B-s1,d0 (indicative)	

Installation, care & ordering

Wall preparation

- The wall must be smooth, clean, dry and even in colour. Scrape off loose paint or wallpaper, fill any unevenness and sand smooth.
- Absorbent substrates (filler, plasterboard, concrete, chipboard) must be primed first. For paste-the-wall materials they can alternatively be pre-sized.
- Walls with strong colour contrasts should be primed before hanging.
- Textured walls (e.g. glass-fibre or other woven wallcoverings) must be skim-coated and painted to give a smooth surface.
- Peel & Stick: cut the panels along the dashed lines and let them lie flat on the floor for 48 hours to acclimatise. This improves adhesion and reduces the risk of air bubbles.
- Switch off the power before working around sockets and switches.

Hanging

- Satin, Classic Matte and Premium Matte: apply adhesive to the wall, not the paper.
- Hang panels in numbered order, edge to edge with butt joints. No overlap needed.
- Peel & Stick: hang panels left to right in numbered order, peeling off the backing progressively and smoothing onto the wall. Use a rubber squeegee to press panels firmly into inside corners.
- Outside corners: wrap the panel at least 2 cm around the corner.
- Premium Matte: the glue can take up to 14 days to dry fully. Allow for this before fitting a glass splashback in front of the wallpaper.
- Installation guide and video, Satin, Classic Matte and Premium Matte: photowall.se/tapetseringsguider/montering-av-standard-premium-tapet
- Installation guide and video, Peel & Stick: photowall.se/tapetseringsguider/montering-av-peel-and-stick-tapet

Cleaning & care

- Satin and Classic Matte (wipeable): wipe gently with a damp cloth. Classic Matte has no protective laminate; avoid scrubbing and prolonged moisture.
- Premium Matte and Peel & Stick (cleanable): wipe with a damp cloth and mild detergent. Avoid abrasive cleaners.

Removal

- Peel & Stick: removable adhesive; peels off easily, like a sticker, from a suitable surface. Repositionable during installation.
- Satin, Classic Matte and Premium Matte: dry-strippable. Peel each panel off from a bottom corner; it comes away in one piece from a suitable, well-prepared surface. No soaking or steaming needed.

Ordering, delivery & samples

- All wallpaper is printed to order to the wall size specified.
- Measuring: add a mounting margin of 6–10 cm to the total width and height, as walls are rarely perfectly straight. For orders covering several walls, add 10–15 cm. Guide: photowall.se/tapetseringsguider/hur-man-mater-en-vagg
- Delivery format: wallpaper arrives as one continuous roll with cutting lines, not pre-cut panels.
- Delivery: carefully packed in a sturdy corrugated cardboard box and dispatched within 1–3 working days.
- Samples: a double A4 sample is available for any design, including your own image.

Documentation available on request

- Fire classification reports (EN 13501-1): RISE O100741-1342910-1 (Classic and Premium Matte), RISE O100741-1314454-2 (Peel & Stick), SP 5P00794-1 (Satin)
- Base paper SBI fire test (EN 13823): LNE P253112-DEC/1
- VOC emission test reports
- Base paper technical data sheets
- Base paper regulatory declaration (Ahlstrom Malmedy, 2026): EN 12149 substances, dangerous-substance list, ISO and FSC certificates
- FSC® certificate (licence FSC-C197010, certificate SGSCH-COC-160009)
- Safety data sheet, protective laminate film