

The Paper Illusions Guide

An informational guide explaining all there is to know about
PaperIllusion™ wallpaper

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Introduction

How The Paper Illusions Guide Came About

I first heard about the PaperIllusion™ product from my husband when he was working at my father's retail wallpaper store. While he told me right away this paper was a gold mine, I didn't see the value in it because frankly, **I wasn't a huge fan of wallpaper** and assumed it was just like any other wall covering.

It wasn't until I saw it demonstrated in person that I got excited about it. It is SO easy to do! The demonstrator also had a few knick-knacks decorated with this paper on display that caught my eye, a picture frame and a tissue box cover. *Wow, that was neat*, I thought. He then told me this paper was perfect for paneling. That really captured my interest in particular because our home was filled with paneled walls.

How come I never heard of this product before? I started doing demonstrations at local fairs & festivals and found those few that had heard of it, had seen it on QVC.

We then began marketing this product on the Internet. When surveying the competition online I couldn't believe how little information was available. It seemed every site had the same regurgitated "tear, dip & apply" pictures and limited text on the subject.

Except at the Village Café...

At the time F. Schumacher & Co was distributing the product and had a discussion board online and an 800 number you could call to get specific information about PaperIllusion™, and I thought that was wonderful. However, although it was nice to see those resources were available, I felt the discussion board could have been improved upon. So I took it upon myself to start my own, ***Paper It Fun!***

Then in 2006 PaperIllusion™ switched hands and the Village Café went by the wayside. So I turned up the volume on ***Paper It Fun!*** I asked current members of the community to submit photos of their PaperIllusion™ projects and I featured them online in a Photo Gallery.

Early 2007 I got into the blogging craze and added that component to the ***Paper It Fun!*** Resource Network: providing project ideas, tips and testimonials, publicly answering frequently asked questions, and announcing new colors & product availability.

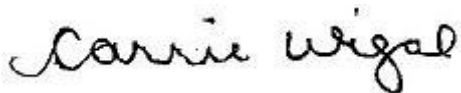
After seeing the growth of ***Paper It Fun!*** further explode, I realized not everyone had the time to search the entire network to find answers to their basic questions. So, I decided to create an all-inclusive guide on this product answering as many basic questions as possible.

While this publication may undergo future improvements, for now this is the most exhaustive bit of information on PaperIllusion™ available anywhere. I hope you will find all that you need in this guide to get started on using this product.

Keep reading and see how you can easily have an amazing transformation in your own home or office. I know you'll be impressed with the simplicity of using this wall covering, inspired to see what all can be done with it, motivated to get started on your own project and proud to show off the results.

Thank you in advance for allowing me the opportunity to share with you my most favorite decorating product on the market today. Enjoy and have fun papering it!

Sincerely,

A handwritten signature in black ink that reads "Carrie Wigal". The signature is written in a cursive, flowing style.

Carrie Wigal

Author & Founder of ***Paper It Fun!***

What is PaperIllusion™?

An introduction & overview of this amazing product

HOW IT BEGAN...

I had the distinct pleasure of meeting the designer of PaperIllusion™, Jane Gauss, in the spring of 2007. After a few exchanges I asked her to write a brief bio specifically addressing her relationship with this product, and here's an excerpt of what she had to say...

A trend that was ... being seen in the custom market was hand-painted wallpaper that the artists would design, paint, let dry, tear into stone-like pieces, paste and then apply to the wall. The look was incredible—an instant faux finish—yet the process was less than easy, and certainly not for a beginning faux painter.

This whole concept for PaperIllusion™ came from these hand-painted papers and the desire to make this “look” accessible, affordable, and doable for a beginning decorator.

And so began PaperIllusion™ which Liza [Glenn] and I licensed to F. Schumacher & Company in New York City. I became very involved with their design team in the development of colors, surfaces, instructions while making trade show appearances to introduce this new decorating technique for beginners.

At one of these shows, the executives from QVC knew this was a product for them. I had been on QVC with Carol Smith and Plaid Enterprises for several years before PaperIllusion, so this was just another product for me to share. It was such fun to receive the phone calls from people who had tried PaperIllusion for the first time and were delighted with what they had done! ...

New patterns, colors, and techniques are constantly being developed. The paper is now being manufactured and distributed through a large Canadian company and they are very excited about all the new techniques, the new look for the packaging, and all the usages being found for PaperIllusion.

The complete version of this biographical essay can be found at:

<http://paper-it-fun.com/2007/08/07/jane-gauss-designer-of-paper-illusions-wallpaper/>

As of July 2007 Jane made herself available to personally answer any questions, receive feedback and/or discuss your PaperIllusion™ projects at the **Paper It Fun!** Discussion Forum. I strongly encourage you to take advantage of her expertise and experience to further explore the wonderful world of PaperIllusion™. <http://www.paperitfun.com/phpbb/>

SO WHAT EXACTLY IS IT?

As Jane mentioned, **PaperIllusion™** is a **faux finish wallpaper** that is made to be torn into pieces and applied to a surface in an overlapping manner, creating an additional faux finish effect. It is **pre-pasted**, so you don't need to add paste. Instead, you just tear it, dip it into water and apply it to your properly prepared surface. That's it.

Here is an example of what PaperIllusion™ looks like on the roll:



The paper is printed with a *painted faux finish effect*...meaning there's a painted design on the paper of random splashes, swirls and such in different colors. That in itself is a faux finish effect.

There are presently seven different patterns available: Hearthstone, Florentine, Roman, Travertine, Crepe, Script and Olympus Stone.

Each of these patterns comes in multiple colors (including reds, golds, purple/pink, yellow/orange, blues, greens, browns, creams/neutrals, silver/grays, and bronze).

Here is an example of what it looks like applied to a surface:



When you tear PaperIllusion™ into pieces and apply them to your surface, overlapping each piece, it creates an additional faux finish effect. The torn edges are visible.

Depending on the color of the paper's backing, this will determine the color of the torn edges. For example, Script Cobalt Blue has a gray backing, whereas Florentine Marble Earth has a white backing.

Depending on the size of the pieces, this will determine how many torn edges are visible.

See the difference?

The Perfect Cover Up

Remedy for Damaged or Problem Surface Areas

PaperIllusion™ is an excellent remedy for covering up problem surface areas.

Besides decorating surfaces such as a painted wall, this paper works well over plain sheet rock and dated dark wood paneling.

COVERING PANELING



When painting paneling, the only way to hide the grooves is to either caulk or fill the gaps with spackle compound. This can be very messy and time consuming.

When wallpapering over paneling with regular wallpaper, you would need to apply a heavy-duty liner first to hide the grooves.



But with PaperIllusion™ you don't need to do any of these preparatory steps. Instead you would just apply PaperIllusion™ directly to the paneling and the grooves will disappear (provided the grooves are ¼" or less in size).

This wall covering will bridge the gap!

The paneling will have to be properly prepared as with any other normal surface application.

With the proper preparation, these other surfaces and types of damages can easily be overcome with PaperIllusion™ as well:

- Plaster
- Cement/Concrete
- Unfinished Wood
- Dry Wall
- Plastic
- Tile
- Glass
- Metal
- Hairline cracks
- Nail/screw holes
- Stains
- Chips

Read more about Damaged Surfaces Easily Overcome with PaperIllusion™ here:

<http://paper-it-fun.com/2007/05/31/damaged-surfaces-easily-overcome-with-paperillusion/>

How to Prepare Your Surface

Wash and Prime

START WITH A CLEAN SLATE

It is important that you begin your project by making sure you are working with a clean surface. This may seem like an unimportant step, but I promise you, it is VERY important.

Remove any existing wallpaper first. If you're looking for a product to help you with this, you can use **DIF Wallpaper Remover**. It comes in a liquid and a gel and is made by **Zinsser**.



If you prefer not to work with harsh chemicals or steamers, there's also a **Wallpaper & Paste Removal System** known as **WallWIK** available. *"It uses special highly absorbent fabric sheets that are soaked in a powerful, yet non-toxic paste dissolving solution. The sheets adhere to the wall, allowing the solution to penetrate through the wallpaper and dissolve the paste. After a short time the sheets are removed and the wallpaper practically drops off the wall."* It comes with a 100% Satisfaction Guarantee. Visit <http://www.wallwik.com/> for more details.

If you prefer a more eco-friendly method, you can try the following **home remedy** to remove your existing wallpaper. **Mix equal parts of vinegar and hot water.** Then, spray or brush the solution onto the existing wallpaper to wet the paper thoroughly. Repeat. The paper should peel off in sheets.

Whichever method you choose, it is best to completely remove the existing wallpaper first. However, if you absolutely cannot get the paper off...I mean if it's really stuck to the wall, you *can* apply PaperIllusion™ over it. Just be sure to prepare the surface as I explain in the next few pages.

Why Washing Your Surface First Matters...

When we bought my grandparents home several years ago, we knew we wanted to fix it up a bit before moving everyone in. Unsure of exactly how we wanted to decorate, we decided to first give everything a fresh coat of paint.

Well, my husband, being a contractor and having done many residential remodels himself started out by washing down the ceilings and walls. Oh my goodness. I can't even begin to tell you how bad it smelled, let alone the endless flow of brown residue dripping off the surfaces.

My grandfather was a **heavy smoker** and it was evident in every room in the house. While my husband did a very thorough job in cleaning, there were spots that were missed. Of course, those areas were not evident until the time came to paint.

He primed the walls after cleaning them and then proceeded to paint. After the paint dried, you could literally see where the brown residue from the cigarettes did not come clean.

All the work of priming and painting could not cover that up. Was it the fault of the paint or the primer? No. It was the fact that the wall was not completely clean prior to priming and painting.

My point is...PLEASE don't skip this step. The "dirt" (grease, oil, tar, etc.) may not be visible now to the naked eye, but if you attempt to prime and paper or paint without thoroughly cleaning the surface, you'll have less than ideal results, and you will be sorry.

Having said all that...

PREPARATORY STEP 1: Wash



For surfaces known to be exposed to grease or cigarette smoke, we recommend washing with **TSP** (TriSodium Phosphate). This is a non-sudsing powdered compound that is formulated for heavy duty cleaning. It is preferred by painting and cleaning professionals for removing heavy deposits of greasy grime, smoke, soot stains and chalked paint from walls, woodwork and floors. It also removes mildew and mildew stains when mixed with bleach.

It's very inexpensive and very easy to find. You can get it anywhere. **Be sure to follow the manufacturers directions** when mixing and using it.

TIP: There's a phosphate-free version of this product for areas where phosphates are prohibited.

For paneling, we also recommend washing with TSP. Depending on how glossy the paneling is, you may need to use a **Deglosser** as well. It etches high-gloss enamel and varnish to improve bonding and saves time by eliminating sanding prior to priming.



For new or freshly painted surfaces, you can just wash them with a mild detergent to remove any dust or surface dirt.

PREPARATORY STEP 2: Prime

If you were to ask me the number one question I get about using PaperIllusion™, I will have to say this is it...*Do I need to prime the surface first?* My answer is...YES! Always and forever, yes. ALWAYS prime first.

Please prime your surface first, I implore you.

And not just any primer...it must be wallpaper primer. Paint primer is not recommended for hanging wallpaper. Paint primer is for paint. **Wallpaper primer is for wallpaper.**



A primer is a **base coating** designed to **seal porous surfaces** prior to hanging. It helps the wallpaper adhere by blocking the surface's capacity to absorb moisture from the paste, therefore making it easier to hang and remove.

You brush or roll it on like you would with paint. It doesn't have to be perfect, just cover the surface area where you'll be papering.

While you may possibly have desirable results without priming the wall first, you forfeit any claims on the product if it does not perform to your satisfaction.

Also, if you are using PaperIllusion™ on your walls now and you don't choose to prime first, when the time comes to change the look of your walls, it may not come off as easily as the product claims.

You may think, *eh, I'll deal with that when the time comes*. Here's a quick heads up.

There are SO many people at that point right now who want to use PaperIllusion™ and they are having a *really* hard time getting their existing wallpaper off the wall. Why? Because someone who thought they could save him/herself a little time & energy chose not to prime the walls properly before hanging the wallpaper. Gggggrrrr.

Zinsser puts out a wallpaper primer called **Shieldz® Universal** (pictured above). This is a mildew-resistant primer recommended for all normal surfaces.

For **hard -to-stick surfaces** such as glossy paint, ceramic tile, glass, Formica®, paneling and vinyl wallcovering, **Shieldz® Clear Wall Size** is recommended. (No sanding is required, according to the manufacturer.)

You can find a Zinsser dealer near you by visiting this site:

<http://www.zinsser.com/WhereToBuy.asp>



TIP: You *can* hang PaperIllusion™ over existing wallpaper, just be sure to use a primer such as **Shieldz® Clear Wall Size** over the existing wallpaper after it has been washed.

How to Install PaperIllusion™

Tear, Dip & Apply

Step 1: Tear



Tear PaperIllusion™ into irregular shapes (about 8" x 12" in size at first, then smaller as needed).

TIP: Tear the paper *away* from you to have *less* of the backing showing. Tear it *towards* you to have *more* of the backing showing.

If you don't like the "torn & overlapping" effect, then you have a few options.

1. You can alter the look of the torn effect by *cutting* pieces instead of tearing them, creating a crisper edge.
2. If you still like the torn effect but prefer a neater edge than when it's torn, you can use deckle-edge scissors to cut the pieces.
3. You can tone down the appearance of the torn edge by coloring the edges (after paper has been applied and dries completely) with watercolor pencils. Choose a color that coordinates with the pattern to better blend the edges.
4. If you simply don't like the overlapping effect, then you may want to consider going with a regular faux finish wallpaper that is hung more traditionally in strips (measure, cut, match & hang).

It is *not* recommended to hang PaperIllusion™ on the wall like you would with regular wallpaper. If you do so, you will not get the appearance you are expecting. This paper is not a "random" match, which technically means there is no pattern to match horizontally.

An example of a "random match" is vertical stripes. When you are hanging a vertically striped pattern, there is nothing to match when hanging the next strip.

With PaperIllusion™ there are variations throughout the paper creating a design, but it is *not consistent* so there is no "pattern repeat". If you were to hang one strip next to another, it would give the appearance of panels on the wall because you will not be able to match the pattern horizontally.

Of course, if you are covering an area that is not as wide as 20.5" (the width of the roll), then you can just cut the paper to cover your whole surface area, and you will only experience the first faux finish effect as it appears printed on the roll of paper.

To get a better idea of what the effects look like, I suggest getting individual samples. Then you can see the pattern as it's printed on the paper *and* tear the sample into smaller pieces & do a test application to see the torn edge effect.

TIP: When you tear the pieces, separate the pieces into two piles/groups: 1-straight edges & 2-torn edges. This will make the application process in step 3 go much faster.

Step 2: Dip



Dip pieces into water just long enough to get it wet. Make sure the whole piece gets wet. Allow any excess water to drip off.

TIP: Dip only one piece at a time. This will make it easy to start and stop as needed.

PaperIllusion™ is pre-pasted, which means it comes with paste already on the back of the paper. To activate the glue, you just need to get it wet.

Unlike regular pre-pasted wallpaper that needs to be “booked” to activate the glue, PaperIllusion™ just needs to get wet and it's ready to be applied...no need to soak or let sit.

Some patterns seem to be more gooey than others when they get wet, but nonetheless there should be a sufficient amount of glue on the paper to stick properly.

Step 3: Apply



Apply pieces in an overlapping manner.

This paper is made of a unique substrate, allowing the pieces to adhere to one another. You cannot tear *regular* wallpaper and apply it in an overlapping manner expecting the pieces to stick to each other, they won't.

TIP: Apply the straight edge pieces along all the straight edges of your surface (i.e. ceiling, baseboards, window & door frames). Fill in the middle with the remaining torn edge pieces.

As you apply each piece, use a smoothing tool to smooth out any excess water or paste underneath. Start from the center of the piece working out to the edges of each piece.

TIP: Since you'll be working with water around electrical outlets, it's always a good idea to flip the breakers off. Better to be safe than sorry.

Then, use a slightly moistened sponge or terry cloth over each piece to wipe up any excess glue or water.

HINT: By applying one piece at a time, it makes it super-easy to start and stop as needed.

When you apply the next piece, slightly overlap the previous piece's edge by about ¼-1/2". Don't worry if you see a few bubbles, they will work themselves out as the paper dries tight to the wall.

TIP: For the best results, do not apply a straight edge piece in the middle of your surface area.

Fill in the smaller gaps with smaller pieces.

When applying a piece to an inside corner, using a smoothing tool, gently press against the paper into the corner to mold the paper to the corner. When applying a piece to an outside corner, just wrap a torn edge piece over the edge. This will make it very easy to finish, reducing the need to trim.

However, when the need arises to trim the paper (i.e. around switch boxes or drapery hardware), apply the paper then trim it using a blade knife while it is still wet.

TIP: Be sure to save the trimmed pieces because they can be used again.

How to Maintain/Repair PaperIllusion™

Washable

Wallpaper is usually identified with special terms indicating how to care for the product, such as “washable”, “scrubbable”, “peelable”, and so on.

In the case of PaperIllusion™, it is considered “washable”, which means it can be washed infrequently with warm water, soap, and a soft sponge. It is okay to get it wet, but it is not meant to be soaked. Most marks can be wiped clean this way.

Do not use abrasive cleansers or scrubbers, products containing bleach, or solvents of any kind.

TIP: For best results, wash from the top of the wall and work your way down to avoid letting dirty water run down the face of the clean portion of the wallpaper.

Rinse thoroughly with clean warm water. Dry with a soft lint-free cloth.

If you experience a stain that will not come clean or the surface area gets damaged somehow, PaperIllusion™ is **so easy to repair**...just tear another piece, dip it into water and apply over the damaged surface.

HINT: *Always* have extra paper on hand for when damages occur. You never know when the pattern you’ve chosen will be discontinued.

How to Remove PaperIllusion™ *Saturate & Peel*

As I mentioned before PaperIllusion™ is not meant to be soaked with water...the reason being that the way to remove this wallpaper is to saturate the paper with water, and the pieces will peel right off.

You can either use a spray bottle, a roller/brush or a sponge. Just apply water until the paper is completely saturated. Then, peel the pieces off.

Provided you prepped the surface properly (used a wallpaper primer prior to application) and you did not apply a sealer over the PaperIllusion™, the removal process will be a breeze.

No need to score the paper or use a steamer...just saturate with water and peel away. It doesn't get much easier than that.

Tools for the Job

What you need and where to get it

Here's a breakdown of the tools you'll need to apply PaperIllusion™ from start to finish and a quick guide as to where you can find them.

Preparatory Step 1 (Wash):

- ❑ Wallpaper Removal Product/System, if removing existing wallpaper
- ❑ Cleaning Detergent (TSP)
- ❑ Bucket of Water
- ❑ Gloves (Depending on how strong you mix the TSP)
- ❑ Rag/Sponge/Scouring Pad/Brush (as needed depending on how hard it is to clean your surface)

Preparatory Step 2 (Prime):

- ❑ Wallpaper Primer
- ❑ Paint Roller/Sponge Pad/Brush (to apply wallpaper primer)

Installation (Tear, Dip & Apply):

- ❑ PaperIllusion™ Wallpaper*
- ❑ Rag/Sponge/Terry Cloth
- ❑ Smoothing Tool
- ❑ Trim Knife/Blade Knife/Box Cutter (to trim as needed)
- ❑ Bucket/Pail/Pan of Water

Ideas of Where to Find the Above Items:

- PaperIllusion™ available at:
 - Wallpaper Illusions (every color) – <http://www.wallpaperillusions.com>
- Sundry Items available at:
 - Wal-Mart/Hardware Store
 - Wallpaper/Paint Store
 - Home Improvement Store (Home Depot/Lowes)

Measuring Up

How to calculate how much you need

This product comes in rolls and each roll is packaged in a box. Each roll contains 85 square feet (about the size of a triple roll of regular wallpaper). When ordering, you would order the number of “boxes” by determining the number of rolls needed.

The thing to keep in mind when calculating how much you need of PaperIllusion™ is unlike regular wallpaper this paper is installed in an overlapping manner, so you'll have some waste. For example, to do a surface area of 75 square feet, you'll need about 85 square feet to have enough (provided you don't get carried away when you overlap your pieces). If you have 85 square feet of space to cover, one roll will not do it no matter how hard you try, you'll need more.

“Mini-rolls” are available at Wallpaper Illusions. These are partial rolls that have been cut by us and are provided as a convenience product. They are perfect for small projects or when you only need a little bit more to complete a larger project and don't want to buy a whole box. These mini-rolls are approximately 13 square feet (8 feet long x 20.5 inches wide).

To measure for PaperIllusion™, you'll need to determine the surface area you are going to cover. Measure the width in feet and multiply it by the height in feet. This will give you total square footage needed to cover. Divide that number by 75 (not 85) and that will indicate how many boxes to order.

If your calculation is barely over a whole number (like 2.1) then consider whether or not you have openings (like windows or doors) in the surface area you measured. A standard size door is about 21 square feet and a standard size window is about 15 square feet. These are rough measurements but a good gauge for calculating the number of rolls needed. Take the total square footage (before dividing by 75) and subtract for windows and doors. Take that net square footage and divide by 75 and round up to the whole number to determine the number of boxes needed.

If the above explanation doesn't help you in the least then use the **Quick Reference Chart** below to determine how many boxes you need.

Measure the distance around your room and the ceiling height in feet. Refer to the chart below to determine how many boxes you need.

QUICK REFERENCE: PaperIllusion™ Box Estimating Chart for Walls

Distance around room in feet	Ceiling Height in Feet						
	7-7.5	7.5-8	8-8.5	8.5-9	9-9.5	9.5-10	10-10.5
0-18	2	2	2	3	3	3	3
19-22	3	3	3	3	3	3	4
23-26	3	3	3	4	4	4	4
27-30	3	4	4	4	4	4	5
31-34	4	4	4	5	5	5	5
35-38	4	5	5	5	5	6	6
39-42	5	5	5	5	6	6	6
43-46	5	5	6	6	6	7	7
47-50	5	6	6	6	7	7	7
51-54	6	6	7	7	7	8	8
55-58	6	7	7	7	8	8	9
59-62	7	7	7	8	8	9	9
63-66	7	7	8	8	9	9	10
67-70	7	8	8	9	9	10	10
71-74	8	8	9	9	10	10	11

What if I run out and need more?

Unlike regular wallpaper, PaperIllusion™ does not have run or dye lot numbers ascribed to it. While it is manufactured in large batches, it is not identified by each batch. I'm guessing the idea is you don't need to worry about trying to match one roll to the next. Since there are so many color/shade variations within each pattern, it wouldn't be that noticeable if you had rolls from two different batches.

What if I order too much?

Great! That means you have some leftover to keep on hand in case you need to make future repairs. Remember, future repairs are a cinch with PaperIllusion™. Just tear off another piece, get it wet and apply it over the damaged area. You don't need to prime it again...this paper is made to adhere to itself. You can also use the extra paper to do other projects, because as I mentioned before...

It's Not Just For Walls!

Discover All That Can Be Done With PaperIllusion™

When we began marketing this product online I started receiving questions about PaperIllusion™ *on counter tops*. Hmm. Interesting concept, but did it really work?

Yes, it certainly does. There are many folks who have used this paper to give their counter tops a faux finish face-lift at a fraction of the cost of real stone...floors too! You can see examples of these projects at ***Paper It Fun!*** along with instructions on how they were done.

You can cover other items as well such as:

- | | | |
|---------------------------------|--|--------------------------------|
| > Picture Frames &/or
Mattes | >Storage Containers
>Wall Clocks | >Folding Screens
>Vases |
| >Paper Mache Boxes | >Tissue Box Covers | >Soap/Lotion |
| >Waste Baskets | >Hat Boxes | >Dispensers |
| >Lamp Shades | >Photo Album Covers | >Napkin Holders |
| >Switch Plates | >Photo Boxes (line the
inside with archival/
acid-free quality paper
to protect photos) | >Flower Pots
>Tin Canisters |
| >Paper Weights | | >Urns |
| >Pen/Pencil Holders | | |
| >Desk Pads | | |
| >Book Covers | >Serving Trays | |

Here's a quick reference of some project sheets to get you inspired:

Turning Trash into Treasures

<http://www.wallpaperillusions.com/projects/Pitreasures.pdf>

Faux Tile Flooring using Paper Illusions Wallpaper

<http://www.christopherlowell.com/demo.php?id=36>

Resurface Butcher Block Countertops

<http://www.wallpaperillusions.com/projects/Picountertops.pdf>

Glass Top Trunk Coffee Table

<http://www.unctv.org/foryourhome/projectsheets/Pltrunk.htm>

Photo Gallery

Get Inspired

Below are some pictures featured in our photo gallery at **Paper It Fun!** submitted by ordinary people like you and I.



"I found this product and it was the answer to my dreams and pocket book. I was going to have to hire a drywall contractor to come in and texture my bathroom. My walls were old and paint was chipping off them and I wasn't looking forward to the price that drywall and texture would have cost me. Then I found this wonderful product, it cost me 29.99 to redo my entire bathroom with Paper Illusions.

"I can't wait to start my other bathroom now, and Laundry room...you name it, I will find it to paper. I have told all my friends and showed them, and the store can't keep it in stock...it's flying off the shelves; all my friends are doing the same. This is the greatest and it's fun too."

~ Kimberly S (Maple Falls, WA)

"I just resurfaced my kitchen counter yesterday with PaperIllusion™ wallpaper...I am SO happy with how it turned out. Total cost was only \$50 and it completely changed the look of my kitchen. I was very skeptical when I read about using wallpaper, but I (and my husband) love how it turned out. I highly suggest giving it a try. I am not a "crafty" person at all and this was a breeze.



"...I was very hesitant to do this for fear of hating it and having to buy new countertops in the end. We love it though and have had rave reviews from everyone who has come over. People just can't believe its wallpaper. At \$50 total cost and about 5 hours of time I recommend it for anyone who hates his or her current counters."

~ Mandie



"I used PaperIllusion™ to do my bathroom floors as I couldn't afford to ceramic tile them. Everyone who sees them is simply amazed. ...It turned out beautiful... It looks like I installed a stone or marble floor."

~ Bebe (Barbara)

"I discovered Paper Illusions about 3 years ago. I did both bathrooms in my condo with beautiful results. Having moved into a new house last year, I once again turned to Paper Illusions for my decorating needs. Two more bathrooms and the master bedroom are all beautifully done in different papers."



"In addition, I got a little creative and went beyond the walls within the same room. Covered light switch plates, tissue boxes, toilet tank cover, mirror frame and other accessories. I've enclosed some pictures for you to see and include on your site if desired..."

~ Ginette S.



"I loooove this paper, just had a first experience with using it. Am getting tons of compliments on my problem wall solution. Thanks much for your advice re: counter tops. I'm contemplating using it in the kitchen as my next updating project."

~ Sherrie Grindy

See more pictures online at the **Paper It Fun!** Photo Gallery:
<http://www.paperitfun.com/photo-gallery.html>

Testimonials

Don't Just Take My Word For It

Below are some testimonials from customers who have used PaperIllusion™...

*"I really like this product. The walls in our home were damaged from years of abuse, and even though I repaired them, **painting was really not a good option**. I found this product and have done two bathrooms, an entry hall, and a formal dining room. Each in a different pattern, each in a different color, and each with a very different look. This product is very forgiving and covers little imperfections with ease. It is very simple to apply and the scraps can be used for room accessories, I covered the mattes on pictures and reframed prints. I even covered the cold air return grates so they would not be so obvious. I really highly recommend this product to anyone who wants a very stylish look that is easy to get."*

~ Gerrie Nowak

*"I'm having so much fun!!!!!! My original idea was to line my kitchen cabinets. It has snow balled to the sides of my cabinets. I don't like to paint. This is the answer!!!!!! With my order today- I'm moving on to the laundry room. We're remodeling-GUESS WHAT- I'm doing every room in the house with the PAPER ILLUSION™. **The BESTEST part is I can do all this myself**. No more listening to the other half when you "ask" for help. DON'T NEED ANY HELP. CAN DO MYSELF. Sincerely, Ruth"*

~Ruth V (Easton, PA)

*"This paper is wonderful, I re-did my kitchen in the Roman Champagne, it is beautiful, I am now going to do my bedroom in this color also. **Stunning and easy to do**, what else could you ask for? Thank you for such a good product."*

~ Joan N (Madison Heights, VA)

"I just had to write and let you know my experience with PI. I just finished doing my living and hall in a 1970 ranch home. At first I didn't visualize what the end results would be so I started in the back of the hallway. I had done part of the small wall going into the bathroom when my son came in and told me how good it looked. The house was used as a rental property for a while and the paneling was hideous. The PI covered all the paneling lines and the 60 to 70 holes around the picture window where people had hung different curtains."

"I have finished and put up my candleholders and pictures and everyone that has seen it cannot believe that you take the paper and tear it, dip it, and hang it up. They cannot believe the coverage over the paneling and the fresh look of the room."

"I want to thank you for a fine product and I will look for more of your products in the future. I bought my paper at Lowes and when I had to return to get another roll the assistant there said she had just done her bedroom and it was fabulous."

"I know of 4 people that have now gone out and purchased PI and are in the process of redoing their rooms.

"Thanks again for a great product."

~Dianna

"I enjoy using this product. To date I have done the paneling in the kitchen and guests feel it to see if it is real stone. I now am doing my daughter's bathroom for her.... simply love the effects and ease of using Paper Illusions... thanks for the wonderful product..."

~ Nancy N (Harveys Lake, PA)

"I have an old house built circa late 1930's. The walls are plaster with some heavy texture and the previous owner had removed and changed walls/doorways, which left lots of bulges.

"Well PI has made such a dramatic difference that people don't realize it is wall paper, they think I sponge painted the walls. I used champagne on 3 walls and bronze on the fourth wall. PI covers up a multitude of sins and construction errors not to mention all the cracks that appeared if you just looked at the wall.

"As I was doing my living room I had a contractor come in to replace a ceiling, he just didn't quite understand the concept of PI and he was asking so many questions about it. 2 years later I had him back to do more ceilings and when he saw the finished living room he could not get over it. He brought some of his employees back to show them. PI really makes plaster walls look great. And you can't make mistakes, but I have learned a few tricks to it.

"I am now doing a room that has had paneling for at least 30+ years. I have waited 20 years to do something with it. I cannot believe the difference when I finished just one wall. I have 3 more walls to go, one wall will be a contrasting color as was the living room.

"I just brought another house for retiring to in 3 years and all the walls have dark paneling so the problem is just picking out colors to go on them. I should by stock in the company who makes it. I see a lot of rolls in my future."

~ Paula

"I have been using the various paperillusions wallpaper colors for the last 6 or 7 years. I love them because they look funky and are extremely easy to use, more so than regular wall paper. I also like that you can easily stick a piece over another piece at a later time if there is a mark or damage to the original, rather than having to re-wallpaper the whole wall or room. I have used it in my last few houses and love it, though it is very difficult to find."

~ Michelle Bowden

Purchase a Sample Book

Seeing is Believing

Unlike regular wallpaper, PaperIllusion™ cannot be found in a traditional wallpaper book. At one time when there were only a few colors available, you could find them in a wallpaper book by Village. However, that book has been discontinued for quite some time now. Since then the color offerings have grown from just a handful to over 30 different colors.

While you may find a local dealer near you who offers this product for sale, more than likely you will not find *every* color available for purchase. Having a sample book in your hands allows you the opportunity to see and feel every color. You'll know all the colors that are available to choose from and you'll have a good idea of what you're getting before you get it.

It is strongly recommended that you do not make a color decision solely based on how the paper appears on a computer screen. Here's why:

1. The actual picture being displayed on the computer can vary due to the lighting and quality of equipment used to capture the image.
2. Different monitors have varied image resolution...so a particular color can appear different in hue depending on which computer monitor is used to view the picture.
3. The lighting in your home is going to affect the appearance of the color. For example fluorescent lighting would make the color on the paper appear totally different than natural light coming in from the outdoors. It is always a good idea to make a final color decision with a swatch/sample in hand.

When you purchase a sample book, you receive **actual samples of the product**, not just pictures of the product. Each sample book also includes **color pictures of various room shots** using many of the different colors. Inspiring examples of PaperIllusion™ not only on walls but also on furniture and countertops are included as well. You'll also receive **printed instructions**, a **product/price list** and **valuable coupons** (over \$70 value) to offset your first PaperIllusion™ purchase.

Sample Books => <http://www.WallpaperIllusions.com/sample-book.html>

Where To Buy PaperIllusion™

Wallpaper Illusions is The Paper Illusions Place

As I mentioned in the chapter on “Tools for the Job”, PaperIllusion™ is available online at **Wallpaper Illusions**. It is *not* the manufacturer of this paper but rather an authorized dealer. PaperIllusion™ is licensed to and distributed by Blue Mountain Wallcoverings based out of Canada.

I recommend **Wallpaper Illusions** because that is the website my husband and I own and operate. We are one of the very few companies that focus specifically on this brand of wallpaper.

We are so sold on this product that we put together this free **Paper Illusions Guide** you are reading now and a free resource network, known as **Paper It Fun!** This is where we discuss all that can be done with PaperIllusion™.

There you'll find:

- **A Photo Gallery** showcasing various projects using PaperIllusion™,
- **A Discussion Forum** where PaperIllusion™ enthusiasts gather to discuss their questions & projects, and
- **A Blog** that shares creative crafts & project ideas, tips & testimonials, informative articles, special announcements, etc...all centered around this unique product.

This resource network is free. We do not get paid to run it. Instead we rely on sales of PaperIllusion™ and other unique products such as the Mini-Rolls & Sample Books mentioned in previous chapters to provide for our family.

If you have enjoyed the information provided in this guide as well as the free information available at **Paper It Fun!**, we would greatly appreciate your shopping at **Wallpaper Illusions** for all of your PaperIllusion™ needs.

Wallpaper Illusions => <http://www.wallpaperillusions.com>

Paper It Fun! => <http://www.paperitfun.com>

The Paper Illusions Guide => <http://www.thepiguide.com>

One Last Note

Help Me to Help Others Just Like Us

...So tell me, what do you think of **The Paper Illusions Guide**? Not necessarily the PaperIllusion™ product, because obviously you probably haven't tried it yet. But this guide you're reading right now.

I hope you'll agree that it was worth the read – and that you got great value out of it. If so, you can help me and I would really appreciate it.

One of the big reasons I take the time to put together resource information like this is to help educate the average consumer (like you and I) about products & services I happen to love and feel don't get enough exposure.

The simple fact is, every time I write a guide like this, readers just like you introduce me to hundreds of new friends by telling others about it.

So, if you like what you've read I have two requests...

- 1.** Help me spread the word about PaperIllusion™ by referring your friends to **The PI Guide** website. Just send them to <http://www.thepiguide.com> and let the guide explain to them all about this product (because I can tell you for sure, they're going to ask you how you transformed your home with this product...of course, after they pick their jaw up off the ground).
- 2.** Go to my **Paper It Fun!** blog and post your comments – tell me and the rest of the world what you think of **The PI Guide** plus share with me what else you'd like me to share with you over the next two weeks to help you decorate your home with PaperIllusion™. You can do that by going to:
<http://paper-it-fun.com/2007/12/06/the-paper-illusions-guide-now-available/>.

Would you do that for me right now? Thanks!

About the Author



Carrie Wigal

www.CarrieWigal.com

I am a wife, mother, and editor of *Paper It Fun!*, a free resource network focused on *discovering all that can be done with PaperIllusion®*. My husband and I live on a farm in Central Virginia, where we both raise our four children and work from home.

RESOURCES

Wallpaper Illusions: <http://www.wallpaperillusions.com>

Paper It Fun!: <http://www.paperitfun.com>

The PI Guide: <http://www.thepiguide.com>

Carrie Wigal: <http://www.carriewigal.com>

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