

ABSTRACTSELF-ADHESIVE WALLCOVERINGS

A wall-covering sheet substrate web comprising in sequence a pressure sensitive adhesive layer, substrate layer, decorative surface layer and a release surface. The web is self-wound into a roll by consecutive winding, the adhesive layer of one winding being received on the release surface of the adjacent winding.

The product has an initial adhesion (peel) strength to steel no greater than 7N/25mm and the adhesion to steel after 24 hours dwell time is at least 5N/25mm and no greater than 12N/25mm.

The invention also provides a web which can be adhered to a polymer-coated wallcovering. The adhesive layer of the web comprises an adhesive which is plasticiser resistant such that the adhesive retains 70% of its adhesion strength after contact with a PVC wallcovering at $23 \pm 2^\circ\text{C}$ for 3 weeks.