

# GLAMORA

## Madama Butterfly System

### Technical data sheet

#### 1. Description

Glamora has developed a series of materials with a natural soul designed to combine harmoniously with each other, expressing a look that embraces both contemporaneity and tradition. These include **GlamBirch**, a lightweight sheet of birch that highlights the warm essence of wood. **GlamRafia**, made of woven plant fibres, defined by a dense and irregular visual rhythm that plays with the light, multiplying its effects. **GlamCork** entrusts its material beauty to bleached cork, creating a refined atmosphere in the spaces it inhabits. And, lastly, **GlamVelour**, velvety soft to the touch and the eye, designed to delicately embellish the space with a palette of mellow shades. Materials that join **GlamPure**, a nonwoven fabric made of pure linen and viscose, and **GlamSatin**, viscose with mineral powder characterised by a special iridescent finish that evokes the sheen of silk.

#### 2. Uses

Madama Butterfly System is the ideal solution for covering internal vertical surfaces of classic and contemporary environments.

#### 3. Surface preparation

To apply a wallcovering correctly it is essential that you refer to the *Installation Manual*. This can be found inside the box and can also be downloaded from [glamora.it](http://glamora.it) from the page entitled Materials. Should you require further details, please contact our Customer Care Service.

Before starting, please make sure that the surface where you will be applying the wallcovering is perfectly smooth, flat and white. This surface must be completely dry, have a residual humidity level of less than 2.0%, and must be free of any signs of dirt, pencil marks, dust, grit and damp spots. Make sure that there are no drafts in the space where the wallcovering will be applied and that the temperature remains between 15°C and 35°C with no fluctuations.

**In the presence of a newly-applied top layer of plaster.**

Make sure that the base is solid and dry and that there is no mould or rising damp. Apply an extra-fine, white-coloured, smooth skim finish to the entire surface using a suitable cement-based skim coat. To even out absorption and improve adhesion, apply one or two coats of acrylic primer in an aqueous dispersion suitably diluted as recommended by the manufacturer. Wait until this is dry before proceeding to apply the wallcovering.

**In the presence of existing plasterwork or a slightly uneven base.**

Sand and remove any material that is coming off as well as any salty deposits and old peeling paint. Carefully clean the base using suitable equipment and make sure it is completely dry, even and flat. Apply an extra-fine, white-coloured, smooth skim finish to the entire surface using a suitable cement-based skim coat. To even out absorption and improve adhesion, apply one or two coats of acrylic primer in an aqueous dispersion suitably diluted as recommended by the manufacturer. Wait until this is dry before proceeding to apply the wallcovering.

# GlamBirch

## 1. Description

A light birch sheet that enhances the warm essence of wood.

## 2. Technical specifications

Weight	470 (+/- 20) g/m <sup>2</sup>
Thickness	0,46 mm
Appearance	Woody
Composition	Front: 100% birch wood veneer Back: 100% non-woven fabric
Reaction to fire	ASTM E84 Class A
Washability	Washable. See instructions in point 4 "Cleaning and care"
Custom code	5905000

## 3. Certifications

FSC®

FSC-STD-40-004 version 3.0  
Standard for Chain of Custody

## 4. Cleaning and care

Before cleaning your wallcovering, it is recommended that you read the manual *Care and Maintenance Advice*, which can be downloaded from the *Materials* page of *glamora.it* website. Should you require further details, please contact our Customer Care Service.

GlamBirch is a washable wallcovering. Due to its natural fibres, it must be handled with the utmost care. If the wallcovering does get marked, gently dab it to immediately remove any mark or stain from the surface. Use a non-abrasive damp sponge or a damp microfibre cloth rinsed in clean, lukewarm water. Do not rub.

Glamora is not responsible for any damage caused during cleaning.

# GlamCork

## 1. Description

Wallcovering made of whitened cork, its textured beauty is capable of providing a refined atmosphere.

## 2. Technical specifications

Weight	200 (± 10,0) g/m <sup>2</sup>
Thickness	0,55 mm
Appearance	Whitened cork with an irregular texture
Composition	Front: 100% cork Back: 100% non-woven fabric
Reaction to fire	ASTM E84 Class A
Washability	Spongeable. See instructions in point 4 "Cleaning and care"
Custom code	5905000

## 3. Certifications

FSC®

FSC-STD-40-004 version 3.0  
Standard for Chain of Custody

## 4. Cleaning and care

Before cleaning your wallcovering, it is recommended that you read the manual *Care and Maintenance Advice*, which can be downloaded from the *Materials* page of *glamora.it* website. Should you require further details, please contact our Customer Care Service.

GlamCork is a spongeable coating, it cannot be cleaned with a damp cloth or sponge, i.e. it is not washable. Consequently, all stains should be avoided. Since it is a covering made of natural fibers, it must be handled with the utmost care. Should the wallcovering become stained, dab gently with an absorbent white cloth to immediately remove any stain before it is absorbed and dries.

Glamora is not responsible for any damage caused during cleaning.

# GlamPure

## 1. Description

It is the organic nonwoven fabric made with plant-based raw materials, and is both environmentally-friendly and compostable. A fibrous material with a low thermal conductivity index attesting to its insulating and thermoregulating qualities.

## 2. Technical specifications

Weight	130 (+/- 20) g/m <sup>2</sup>
Thickness	0,62 mm
Appearance	Fibrous
Composition	Linen 65%, Viscose 35%
Reaction to fire	Euro class: B-s1, d0 (UNI EN 13501-1)
CE – EN 15102:2007+A1:2011	Decorative wallcoverings – roll and panel form
Thermal conductivity coefficient	0,24 λ (W / (mK))
Tensile strength (MD)	> 150 N/5cm
Tensile strength (CD)	> 120 N/5cm
VOCs	Absent (EN 15102). The material does not release volatile substances that can produce indoor air pollution.
Washability	Not washable. See instructions in point 4 "Cleaning and care"
Custom code	56039390

## 3. Certifications

VOCs	FSC-STD-40-004 version 3.0 Standard for Chain of Custody
Chemical safety certification	OEKO-TEX® – Standard 100

Equivalent to:  
– Annex XVII di REACH  
– CPSIA  
– Chinese standard GB 18401:2010

## **4. Cleaning and care**

Before cleaning your wallcovering, it is recommended that you read the manual *Care and Maintenance Advice*, which can be downloaded from the *Materials* page of *glamora.it* website. Should you require further details, please contact our Customer Care Service.

GlamPure is a non-washable wallcovering and marks should therefore be avoided completely. Due to its natural fibres, it must be handled with the utmost care. If it does get marked, use an absorbent white cloth to dab the wallcovering and immediately remove the stain before it sinks in and dries.

Glamora is not responsible for any damage caused during cleaning.

# GlamRafia

## 1. Description

A material and irregular texture made up of woven, light and resistant vegetable fibre.

## 2. Technical specifications

Weight	226 (± 11,0) g/m <sup>2</sup>
Thickness	0,55 mm
Appearance	Fibrous and irregular
Composition	Front: 100% Sisal fibers Back: 100% non-woven fabric
Reaction to fire	ASTM E84 Class A
Washability	Spongeable. See instructions in point 4 "Cleaning and care"
Custom code	5905000

## 3. Certifications

FSC®	FSC-STD-40-004 version 3.0 Standard for Chain of Custody
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## 4. Cleaning and care

Before cleaning your wallcovering, it is recommended that you read the manual *Care and Maintenance Advice*, which can be downloaded from the *Materials* page of *glamora.it* website. Should you require further details, please contact our Customer Care Service.

GlamRafia is a spongeable coating, it cannot be cleaned with a damp cloth or sponge, i.e. it is not washable. Consequently, all stains should be avoided. Since it is a covering made of natural fibers, it must be handled with the utmost care. Should the wallcovering become stained, dab gently with an absorbent white cloth to immediately remove any stain before it is absorbed and dries.

Glamora is not responsible for any damage caused during cleaning.

# GlamSatin

## 1. Description

It is an extremely high-quality wallcovering made up of a viscose fabric with a mineral powder finish. Its exquisite iridescent embossing reflects light so every element portrayed takes shape in an extremely natural and visually expressive way.

## 2. Technical specifications

Weight	470 (± 20) g/m <sup>2</sup>
Thickness	0,46 mm
Appearance	Silky
Composition	Viscose 57% Resin and mineral content 25% Non-woven fabric 18%
Reaction to fire	Euro class: B-s1, d0 (UNI EN 13501-1)
Washability	Washable. See instructions in point 4 "Cleaning and care"
Custom code	48149070

## 3. Certifications

FSC®	FSC-C100728
Certificazione per la sicurezza chimica	OEKO-TEX® – Standard 100

Equivalente a:  
– Annex XVII di REACH  
– CPSIA  
– Chinese standard GB 18401:2010

## 4. Cleaning and care

Before cleaning your wallcovering, it is recommended that you read the manual *Care and Maintenance Advice*, which can be downloaded from the *Materials* page of [glamora.it](http://glamora.it) website. Should you require further details, please contact our Customer Care Service.

GlamSatin is a washable wallcovering. Due to its natural fibres, it must be handled with the utmost care. If the wallcovering does get marked, gently dab it to immediately remove any mark or stain from the surface. Use a non-abrasive damp sponge or a damp microfibre cloth rinsed in clean, lukewarm water. Do not rub.

Glamora is not responsible for any damage caused during cleaning.

# GlamVelour

## 1. Description

A fabric as delicate and soft to the hand and eyes as velvet.

## 2. Technical specifications

Weight	420 (± 20,5) g/m <sup>2</sup>
Thickness	0,78 mm
Appearance	Velvety
Composition	Front: PES 85%, Cotton 15% Back: 100% non-woven fabric
Reaction to fire	Euroclass C-s1, d0 (EN13501-1)
Washability	Spongeable. See instructions in point 4 "Cleaning and care"
Custom code	48142000

## 3. Certifications

FSC®	FSC-C100728
REACH	Regulation (EC) No 1907/2006

## 4. Cleaning and care

Before cleaning your wallcovering, it is recommended that you read the manual *Care and Maintenance Advice*, which can be downloaded from the *Materials* page of [glamora.it](http://glamora.it) website. Should you require further details, please contact our Customer Care Service.

GlamVelour is a spongeable coating, it cannot be cleaned with a damp cloth or sponge, i.e. it is not washable. Consequently, all stains should be avoided. Since it is a covering made of natural fibers, it must be handled with the utmost care. Should the wallcovering become stained, dab gently with an absorbent white cloth to immediately remove any stain before it is absorbed and dries.

Glamora is not responsible for any damage caused during cleaning.



## Warnings

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- Product for professional use.
- Follow the national regulations.
- Make sure that the surface is perfectly clean, dry and planar.
- If necessary, require the safety data sheet.
- For any information that is not provided, please consult the Glamora assistance service T +39 0536.076.403 – [contact@glamora.it](mailto:contact@glamora.it)

*The application of Glamora wallcoverings to surfaces other than those specifically indicated in the manuals or in the company's official installation videos (for example wood, laminate, metal, resin or similar materials) or for uses other than that for which the wallcovering was designed (for example installation on the floor, doors, panels, outdoors or in similar environments) does not comply with the manufacturer's instructions. Therefore, in such cases, any warranty issued to the purchaser will be null and void and Glamora Srl will accept no contractual or extra-contractual liability for the same, nor shall it be answerable for any product defects and/or differences in performance detected as a result. In such cases, the product will be considered as having been sold at the risk and peril of the buyer and Glamora Srl will be under no obligation, nor will it be responsible for upholding any warranty.*

*Without prejudice to the above, and subject to you sharing the relative technical characteristics, Glamora Srl may provide suggestions regarding the treatment of your installation surfaces, but only as a form of mere courtesy and without accepting any liability, upon your request. In the event of you requesting suggestions and/or subsequently passing a purchase order, it will be considered that the parties are aware of the conditions stated above and that you have specifically acknowledged and accepted these.*