

PROMOTIONAL 29 – REMOVABLE OPAQUE

Technical Data Sheet

DESCRIPTION

Face stock :

Soft calendered PVC film, ~ 100 µm, cadmium-free, gloss white finish.

Adhesive : Solvent removable, black opaque with high-performance, acrylic based.

Liner : Coated Kraft paper, ca. 140 gr/sqm. Secury 13 (without breaklines).

Laminate : ca. 280 gr/sqm.

PHYSICAL AND CHEMICAL CHARACTERISTICS (TYPICAL VALUES)

Quick tack : 4.0 N/25 mm FTM 9, on glass

Peel 20 min. : 2.5 N/25 mm FTM 1, on glass

Peel 24 h. : 3.5 N/25 mm FTM 1, on glass

Resistance to shear : > 350 h FTM 8, on inox

Dimens. stability (applied) : max. 0.3 % FTM 14, alu

Dimensional stability on the backing paper (unapplied)
max. 0.5 % Measured after 72 h at 60°C

Temperature range :

Min. application temperature : +0°C

Service temperature range : -40°C to + 70°C

Flammability : Self-extinguishing ISO 3795

Solvent resistance : No effect.

Applied to stainless steel, exposed to : oils, greases, aliphatic solvents, alcohols.

Petrol resistance :

If extended contact, edge-lifting will occur. Repeated (each 10 min.) petrol spraying.

Chemical resistance : No effect.

Mild acids. Mild alkalis.

Shelf life : stored at 50 ± 10 % RH at 15 - 25°C.

2 years for as long as the material is being stored in its original packaging.

Durability : 2 years.

Middle European exposure conditions, vertical exposure. Exposure to severe humidity, ultra-violet light or conditions found in tropical, subtropical or desert regions will cause more rapid deterioration than under conditions existing in "normal" temperate climates.

PRINTING METHODS

Screen printing / UV Offset.

Conventional offset is possible, please contact your ink supplier.

During printing, it is important that drying is carefully exercised to ensure removal of printing inks solvents since certain solvents if retained can lead to plastification problems with subsequent application troubles and poor weathering properties.

We recommend to maintain an unprinted area of 3-4 mm on the edges of the printed decal to avoid edge lifting.

For solvent digital printing, we recommend the use of MACTac IMAGin JT 5000 products.

APPLICATIONS AND USES

Due to the black opaque adhesive which masks any previous decoration, Promotional 29 is especially intended for advertising purposes on public transport, buses, trains, trams, tubes, car or truck fleets, etc...

REMOVABILITY

Up to one year after application, on many surfaces.

NB : The removability of Promotional 29 coated with the **removable** adhesive is borderline (adhesive residue or increase in adhesion onto the substrate with time) on the following substrates : acrylic glass, polystyrene, nitrocellulose painted surfaces and soft PVC.

NB: wet application method is not recommended.

GENERAL REMARK : factors affecting adhesion

Adhesion failure problems can be avoided by :

- *Where possible, always test the proposed construction under actual application and end-use conditions because a 100 % multi-purpose adhesive for all substrates does not exist.*
- *Being familiar with factors which adversely affect adhesion :*
 - *Labels or stickers should not be applied onto dusty, dirty, oily or oxidized surfaces.*
 - *Mould release agents on blow-moulded plastic surfaces inhibit adhesion.*
 - *Adhesion failure may occur on substrates with low surface tension, such as polyethylene or polypropylene.*
 - *Avoid the use of relatively rigid facestocks on highly curved or small diameter surfaces.*
 - *Do not use pressure-sensitive materials outside the recommended service temperature range, or do not apply below the minimum application temperature.*