# MACmark®

# MACsoft 900

*Technical Data Sheet*

## PRODUCT DESCRIPTION

MACsoft 900 is a range of super soft stabilized PVC films. Formulated for indoor and outdoor marking applications.

## CONSTRUCTION

**Face material :**
Stabilized vinyl, 70 µm thick, cadmium-free.

**Adhesive :**
Permanent acrylic solvent based adhesive with low tack characteristics.

**Liner :**
Highly stable 135 gsm white kraft paper with blue backprinting.

## TYPICAL USES

Specifically designed for plasticized banner markings (PVC coated textile) for sport or cultural events, exhibitions, street banners, short-term promotions (supermarkets, DIY stores, public houses), etc....
NB: Weak adhesion on polyester fabrics, polyolefine banners and non woven.

## DURABILITY

3 years.
These use-life estimates are based upon accelerated ageing studies and outdoor exposure, under conditions experienced in vertical exposure and in "normal" temperate climates.

**Note :** Exposure to severe temperatures and ultraviolet light, as well as conditions in southern European countries, and also in tropical, sub-tropical or desert regions, will cause a more rapid deterioration. This also applies to polluted areas, high altitude, horizontal and south-facing exposure.

## SHELF LIFE

2 years when stored at 15 to 25°C and ± 50 % relative humidity.

## PHYSICAL PROPERTIES (Typical values)

**Thickness** (mm) (Film + adhesive) ISO 534
0.110

**Face Material Data, 23°C**      DIN 53455-5
Tensile strength      : > 20 N/15mm
Elongation at break : ≥ 150 %

**Adhesive Data, 23°C**      FTM 1
Peel adhesion 180° on stainless steel (N/25 mm)
- 20 min. residence: 14
- 24 hours residence: 16
- 1 week residence: 20

**Dimensional stability**      FTM 14
Shrinkage (48 hours at 70°C): < 0.5 %
(25 cm x 25 cm, sample mounted on aluminium).

**Temperature ranges :**
Application : + 10°C to + 40°C
End-use      : - 20°C to + 70°C
N.B. : for lower temperatures, please consult us.

**Flammability**      ISO 3795
Sample mounted on aluminium: self-extinguishing.

## CONVERTING

**Screen printing**
The printability of MACsoft 900 although possible, is not guaranteed.
Carefully check ink compatibility before proceeding with a production run.

**Computer cutting**
Clean, quick, trouble-free cutting with most plotters. Easy and fast weeding even down to small letters and fine lines. Adjustment of the cutting depth is important : if the cut is too deep this could result in the paper splitting and coming away with the adhesive when the vinyl is transferred to Application Tape.

**Application**
The use of lacquered banner material is recommended in order to avoid or reduce possible plasticizer migration into the MACsoft 900 adhesive. In any case the compatibility of MACsoft 900 with the banner material must be tested before a production run.

The cleaning of the banner material with alcohol is recommended to remove possible migratory agents from the banner surface.

MACtransfer Application Tape aids the application of MACsoft 900 onto the banners.

MACsoft 900 used with a plasticized banner has a low initial adhesion. This allows a repositioning of the decal. We recommend to wait a few minutes before removing the Application Tape.

**Cleaning**
Use slightly soapy water.

**Removal of letters and recovery of banner**
When removing letters, some adhesive residue may remain on the banner. To clean the banner, we recommend the use of denatured ethanol or isopropylic alcohol.

# MACmark®