

*Self-adhesive Digital Imaging Media for wide-format solvent-based inkjet Printing*

## WW100

## Technical Data Sheet

### OUTDOOR WALL GRAPHICS FILM

#### PRODUCT DESCRIPTION

FACE MATERIAL : 55  $\mu$  White gloss soft, highly conformable, laminated PVC film.  
ADHESIVE : High Tack Permanent opaque acrylic.  
LINER : PE coated Kraft liner 130 gsm backprinted MACtac/IMAGin.

#### TYPICAL USES

**Ever wanted to stick self-adhesive directly onto bricks?**

Apply WW 100, specifically designed for direct application on brick walls and be astonished by the visual effect.

#### PRINTING

**Especially designed for solvent, eco-solvent or mild solvent inkjet printing on wide-format printing equipment.**

To achieve the best possible print quality, please make sure that the correct ICC profiles or printer settings are used. Profiles can be obtained from our Subsidiaries, Distributors or can be downloaded from [www.mactac-europe.com](http://www.mactac-europe.com). Printer & Heater settings and ICC profiles are also downloadable from some of the OEM's web sites.

#### APPLICATION METHOD

- 1° Application substrate (=wall) must be dry before starting the vinyl application.
- 1° Remove the liner partly and position the printed decal with a soft squeegee without applying too much pressure to avoid tearing the film.
- 2° Heat-up the film in small parts from left to right with a heatgun at  $> 450^{\circ}\text{C}$ .
- 3° Using a semi-hard roller, wipe the film with firm pressure, in its definite position.  
The structure of the bricks will show up through the film.
- 4° After the film has been properly applied to the brick wall, restabilize especially the seams between the bricks by reheating and pressing entrapped airpockets out with a soft cloth.
- 5° The film can be applied outdoors for minimum 18 months without edge lifting.
- 6° After the application period it over, is recommended to heat the film slightly for easy removal of the decal.

**Remark:** do not use the product just after a heavy rainstorm since the bricks will be soaked by water. It is therefore recommended to heat up the bricks with the heatgun before starting the application job.

#### SHELF LIFE

2 years when stored at 15 to 25°C and  $\pm 50\%$  relative humidity (in the original packaging).

## PHYSICAL PROPERTIES OF THE UNPRINTED FILM

	<u>Average values</u>	<u>Test method</u>
<b><u>Adhesive Data, 23°C</u></b> Quick Tack on glass Peel 24 hours on glass	24 ± 3 N/25mm 18 ± 4 N/25mm	FTM 9 FTM 1
<b><u>Dimensional stability</u></b> shrinkage : 48 hours at 70°C (applied on aluminium)	max 0.5mm	FTM 14
<b><u>Flammability</u></b>	Self-extinguishing applied on Alu panels	
<b><u>Temperature ranges</u></b> Minimum application temperature Service temperature range	+ 10°C - 20°C to + 70°C	

## DURABILITY

The outdoor durability of WW 100 is 18 months.

Overlamination of the inkjet printed material delays eventual colour fading that may occur upon time. This colour fading is dependent from the quality of the inkjet inks and the self-adhesive materials being used.

Overlamination also protects against scratches. **Only use LF3399/LF3398, highly conformable films.**

No other overlaminates should be used. MACTac denies responsibility for product failure if non-MACTac laminating films are used for the application.

## RECOMMENDATIONS

Always test the combination of JT 5000 products, inks and laminating films prior to commercial use.

**Printing conditions:** A conditioned pressroom, ± 23°C and 50 % R.H.

**Laminating conditions:** Please ensure the print is perfectly dry. The printed material should be left to dry for at least 48 hours prior to lamination or transport. If the printed graphics is likely to be exposed to corrosive liquids, smoke, fumes, highly polluted areas or if there is a likelihood of scratching or friction or to ensure longer durability, it is strongly recommended to laminate the prints with pressure-sensitive protective film IMAGin LF 3399 (highly conformable, glossy film).

**Transportation conditions:** To allow easy transportation, IMAGin JT series can be rolled up, with the image on the outside, with a minimum diameter of 15 cm (for example on a 6 inches core). When the image is not protected with a laminating film, make sure that the print is perfectly dry before rolling it over. To avoid exposing the print to any liquid aggressions, prints should be protected by a plastic bag. During the transport or storage of the prints, avoid exposing them to extreme temperature and humidity variations.

## GENERAL REMARK : factors affecting adhesion

To ensure application suitability - always test the proposed construction under actual application and end-use conditions before going into full production. Application below the minimum application temperature or use outside of the recommended service temperature ranges.

### **IMPORTANT NOTICE**

*All MACTac products are subject to careful quality control throughout the manufacturing process and are warranted to be of merchantable quality and free from manufacturing defects.*

*Published information concerning MACTac products is based upon research which the Company believes to be reliable although such information does not constitute a warranty.*

*Because of the variety of uses of MACTac products and the continuing development of new applications, the purchaser should carefully consider the suitability and performance of the product for each intended use, and the purchaser shall assume all risks regarding such use. The seller shall not be liable for damages in excess of the purchase price of the product nor for incidental or consequential damages.*

*All specifications are subject to change without prior notice.*