

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

## WW200

## Technical data Sheet

### INDOOR WALL GRAPHICS FILM

#### PRODUCT DESCRIPTION

FACE MATERIAL : 150  $\mu$  white matt, semi-rigid calendered PVC film.  
ADHESIVE : Removable and repositionable clear acrylic.  
LINER : PE coated Kraft liner 160 gsm

#### TYPICAL USES

*Especially designed for short term indoor wall posters on smooth, flat surfaces.*

The special ultra-removable adhesive allows you to apply the product, reposition it, and remove it to re-apply it at a later date (save the liner for storage) without leaving behind adhesive residue.

Tired of white walls? Have open wall space in your store and not sure what to do with it? Apply WW 200 and transform it into a work of art or prime advertising space in minutes. An excellent choice for home décor and retail graphics that can be removed or repositioned with ease.

#### PRINTING

Designed for solvent based, eco-solvent, mild solvent or UV 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.mactacdigital.com](http://www.mactacdigital.com). Printer & Heater settings and ICC profiles are also downloadable from some of the OEM's web sites.

#### PHYSICAL PROPERTIES OF THE UNPRINTED FILM

	<u>Average values</u>	<u>Test method</u>
<u>Adhesive Data, 23°C</u>		
Quick Tack on glass	7 $\pm$ 2 N/25 mm	FTM 9
Peel 24h on glass	4.5 $\pm$ 2 N/25 mm	FTM 1
<u>Dimensional stability</u>		
shrinkage : 48 hours at 70°C (applied on aluminium)	max 0.5mm	FTM 14
<u>Flammability</u>	Self-extinguishing applied on Alu panels	
<u>Temperature ranges</u>		
Minimum application temperature :	+ 10°C	
Service temperature range :	- 5°C to + 70°C	

## SHELF LIFE

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

## DURABILITY

The indoor durability of this film is 1 year. Not recommended for outdoor use.

## RECOMMENDATIONS

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

**Please ensure the print is perfectly dry.** The printed material should be left to dry for at least 48 hours prior to application. It is recommended to use increased cold airflow drying to speed up the drying process.

2) Over-Laminating: we do not recommend you over-laminate WW 200. The adhesive is very low tack and adding an over-laminate will most likely result in edge curl / edge lifting.

## INSTALLATION INSTRUCTIONS

a) Before installing, unroll and lay flat. Allow the material to relax and reach room t° for at least 90 minutes.

b) Do not install WW 200 onto cold or damp surfaces, anyway near heaters, fires or central heating radiators.  
Don't expose to direct sunlight.

c) If the wall has been freshly painted, allow it to cure for at least one week prior to installing the film.

d) For best results insure the wall has a flat, smooth, even, dry surface. Avoid textured surfaces including textured paints.

e) Use a dry cloth to remove any dust from your wall surface. If you need a damp cloth to remove excessive dirt and dust, allow the wall to dry for an additional 24h.

f) Once applied remove air pockets or wrinkles working from the center out. Smooth down all the outer edges.

**g) Retained solvents in the print will affect edge adhesion. A print gradient lightening to the edge of the graphic or a white border around the graphic for solvent print posters are recommended. The product is not intended for wall murals!**

h) The Graphic should be repositioned at least every 6 months due to paint fading issues. Where the graphic is on the wall the paint is protected and will not fade whereas the area not protected will fade.

i) For best results, remove slowly.

### **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.*

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