

### UK-REF. Matt Promo Series (Semi Permanent Adhesive)

#### Description

GrafiTack Promo Matt series is a soft monomeric cadmium free calendared PVC film. It has been especially developed by Grafityp for general graphic applications where a high-quality product with a consistent performance is required from an opaque sign making film with a semi-permanent adhesive. The 70-micron thickness film allows for easy application onto various suitable surfaces. It is supplied on a quality backing sheet liner with a solvent free acrylic pressure sensitive adhesive. The perfect choice for exhibition stands and POS work requiring a matt non light reflecting surface for greater clarity. Manufactured by Grafityp in Europe to the highest standards.

#### Application

- Suitable for use with all cutting plotters
- Always do a test cut to check cutting pressure
- Apply with dry application
- The perfect choice for indoor applications requiring a high-quality consistent performance sign vinyl product
- For short to medium term outdoor applications up to 4 years \*

#### Product Specification

Technical properties tested at a relative humidity of  $50 \pm 5$  % and a temperature of  $23 \pm 2^{\circ}\text{C}$ .

##### Vinyl

Film: Monomeric Calendared PVC 70 microns

Film including backing sheet and glue 210µ

Elongation at break 135% max

##### Adhesive

Solvent free acrylic adhesive

Adhesive strength at 20min 6N/25mm

Adhesive strength at 24 hours 8N/25mm

Quickstick strength 4N

##### Finish

Matt finish

##### Warranty Conditions.

UK based type climate

Application variations may alter durability

##### Animal Derived Ingredients

None - this product is Vegan

##### Durability

2-year shelf life (stored correctly)

Up to 4-year external durability

##### Flammability

Self-extinguishing when applied to aluminium

REACH and RoHS compliant

##### Available sizes

1220mm x 25m increments

610mm x 25m increments

500mm x 25m increments

305mm x 5m increments

##### Application temperature

+10°C to +35°C in application

-15°C to +60°C in use

**Storage:** All GrafiTack materials always need to be stored in their original packing and with the original protection flanges (and preferably stored vertically). In order to avoid any loss of quality, the GrafiTack media should also be stored in suitable conditions, that is at a temperature between 10 and 20°C, and a relative humidity of 50 %.

**Warranty:** Grafityp UK warrants that materials used will remain in expected condition without excessive dis-colouration for the specified lifetime of vinyl used, if used in accordance with the conditions and guidelines given in the zone life expectance pdf. Durability is based on vertical application under normal UK and Northern European type conditions. If this should not be the case Grafityp will provide sufficient replacement materials to allow replacement of the original work. The user is responsible in ensuring that the materials are handled and stored as per specification, it is the user's responsibility to insure the product is suitable for the desired application. Grafityp does not and will not except any consequential loss or damage and will not provide support for any material misuse or negligence.

All the above data is given in good faith. The seller will not be liable for any damages in excess of the original purchase price nor any consequential or incidental loss.

## Expected Durability of Grafityp Films

### Introduction

The life or durability of Grafityp films are shown as the expected performance of the products when used under normal conditions considering variables such as Geographical location, altitude, vertical exposure etc. Within the below document we have used typical exposure for an expected vertical application under Zone one climate type conditions. *(Zone one contains the UK along with other countries of a similar geographical positions and climate type)*

We refer just to the materials supplied unmodified and not to any subsequent \*inks or additions to the base material. We depict that the material will remain in a satisfactory condition and effective for the initial required application to the stated durability expected.

(\* For ink life expectancy please refer to the ink manufacturer technical specification)

### Reduction in durability

There are several factors that can reduce the specified life expectancy of any exterior film. The life of all materials is based on a vertical application, anything other than this can be of detriment to the materials used. Therefore, vertical application is classed as anything up to 10 degrees off vertical. For any application of more than +10 degrees off vertical the life expectancy will be dramatically reduced in most cases by x 0.5. Graphics applied at near horizontal application and/or southerly facing exposure are widely regarded as at high risk of degradation and therefore reduced in life expectancy dramatically in most normal applications.

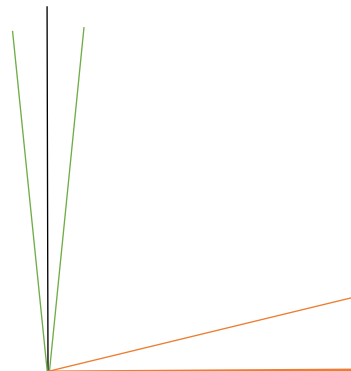
Exposure angles greater than from vertical 10 degrees will affect the durability of films.

Applications of greater than 70 degrees are treated the same as full horizontal applications

Grafityp Laminates may help on Printed media

The more a graphic vies away from vertical the more potential damaging exposure it is subject to.

The altitude and even the levels of pollution in the area are also factors that can contribute to the expected durability of a film being reduced.



### Conversion factors by area:

**Zone One.** The expected life within this zone is:  
Vertical application (as per TDS sheet)

Expected durability is the reference for jobs applied in the horizontal position located in the zone 1 geographical group. The actual performance can be affected by a variety of outside factors including but not limited to, the substrate, the angle of application and direction of exposure, the application method and the surrounding environment. The expected external durability shown in the relevant specification sheet is the period that the product should, but is not warranted to, last when applied in a manner conforming to our reference. The time shown is the expected life of the product, is not a minimum life expectancy when applied under normal type conditions