

*Self-adhesive Digital Imaging Media for wide-format solvent/Eco-solvent/Mild-solvent/UV and Latex inkjet Printing*

## IMAGin Easy 209 P

## Provisional Technical Data Sheet

### PRODUCT DESCRIPTION

FACE MATERIAL : 200 µ White gloss soft calendered PVC film.

ADHESIVE : Permanent grey acrylic adhesive.

LINER : Coated Kraft liner 120 gsm.

### TYPICAL USES

Short term indoor or outdoor advertising and promotion on flat surfaces. The thick face material and the special adhesive makes this product easier to apply compared to the classic range of the non B-free products.

### PRINTING

Especially designed for solvent based & UV & mild solvent/ eco-solvent and Latex Inks 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.

### 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	12 ± 4 N/25 mm	FTM 9
Peel 24 hours on glass	14 ± 4 N/25 mm	FTM 1
<b><u>Dimensional stability</u></b>		
shrinkage : 48 hours at 70°C (applied on aluminium)	max 2.0 mm	FTM 14
<b><u>Temperature ranges</u></b>		
Minimum application temperature	+ 10°C	
Service temperature range	- 20°C to + 70°C	
<b><u>Flammability</u></b>	Self-extinguishing	Mactac Test Method

### SHELF LIFE

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

### EXPECTED DURABILITY

The expected vertical outdoor durability of the unprocessed product in Central Europe (Zone 1) is up to 2 years. This information is based on successful real life experience and artificial aging according to ISO4892-3.

Note : 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, the orientation of the printed material, the angle of display and the exact location of exposure on the Globe.

Exposure to severe temperatures, ultra-violet light as well as conditions in Southern European countries, tropical, sub-tropical or desert regions will cause more rapid deterioration. This also applies to polluted areas, high altitude and south facing exposure. No durability warranty is given for horizontal exposure. For more information, please refer to Technical Bulletin 7.5: "Outdoor Durability of combined MACTac print media and laminates".

## **RECOMMENDATIONS**

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

➤ Printing conditions

A conditioned pressroom,  $\pm 23^{\circ}\text{C}$  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 films IMAGin LUV 3800 series, Permacolor PG 7000 series and LUV 7036. MACTac denies responsibility for product failure if non-MACTac laminating films are used for the application.

➤ 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.

The following factors will adversely affect adhesion of a pressure-sensitive adhesive:

- \* Dusty, dirty, oily or oxidized surfaces
- \* Mould release agents on blow-moulded plastic surfaces
- \* Low surface energy substrates, such as: polyethylene, polypropylene...
- \* 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.*