

Product Description

Metamark MD-BW has been developed for temporary flat panel advertising, and specifically to meet the demanding needs of ‘bus wrapping’. It is suitable for use on solvent inkjet printers. The thick 100 micron film allows quick and easy application to flat panels, and can be removed up to 6 months after application.

Typical Applications

It has a black semi-permanent adhesive, providing high opacity. This product has Viacom approval.

Material Processing and Handling

To achieve the highest possible print quality please ensure that the correct profile is used. Most profiles are available and can be downloaded from www.metamark.co.uk. To avoid potential printing problems, always ensure that the material has reached room temperature and a relative humidity of 50% before printing. It is imperative that the printer is set up correctly and that the correct profile and heater settings are used. Do not handle the face film directly and ensure it is free from dust and static. For a comprehensive list of printers compatible with MD-BW Digital Vinyl refer to the website. Solvents from the printing process may initially cause the vinyl to soften and may initially reduce the strength of the adhesive, so after printing, leave 24 hours before applying the material and for the adhesive to regain full strength.

Face Film

Face Film Calendered PVC
Thickness 100 microns

Adhesive

Type Semi-permanent
Tack Medium
Service temperature -30°C to +100°C
Cohesive Strength High
Initial Adhesion 700 g/25mm
Adhesion at 48 Hours 1300 g/25mm

Release Liner

Type Clay Kraft
Colour White
Substance 140 gsm
Thickness 150 microns

Finishes

Finishes Available MD-BW White gloss

Roll Presentation

Roll sizes 1370mm x 50m
Presentation Face film outwards.

Durability

Shelf Life 6 months
Fire Rating Self-extinguishing. The fire rating is a function of the substrate.
External weathering 3 years. This refers to the unprinted vinyl when installed. Refer to ink manufacturer for durability of the finished product.

Warranty: Metamark (UK) Limited warrants to its customers that graphics produced using Metamark Digital Vinyl will remain in good condition without excessive fading or colour degradation for the specified life time of the ink used, when correctly stored, printed and applied in accordance with procedures outlined in the technical literature. If within the specified years of normal use Metamark Digital Vinyl becomes ineffective for its intended use, then Metamark will provide sufficient material to produce a new replacement marking, and will at its own discretion, contribute an allowance in additional material towards the costs involved in replacing the graphics. In all cases, the converter is held fully responsible for storing, processing and applying the unconverted materials in accordance with Metamark’s technical specifications. Metamark (UK) Limited will not be liable for any indirect or consequential loss or damage, and will not provide any allowance against improper usage, application accident, negligence, chemical damage or improper repair.

Please Note: The above data is given in good faith to provide an indication of the performance of the product. Purchasers should consider the suitability of each product for its intended use and the purchaser assumes all risks in connection with such use. Seller shall not be liable for damages in excess of the purchase price of the product nor for incidental nor consequential loss.