

Product Description

Metamark MDE is a promotional grade 1-2 year monomeric calendared vinyl suitable for short term applications such as point of sale signage, exhibition and display and other applications onto most flat or slightly curved surfaces.

Typical Applications

MDE is suitable for short to medium term applications such as point of advertising boards, sale signage, exhibition and display and other applications onto most flat or slightly curved surfaces.

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. 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

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|---------------------|--------------------------------|
| Face Film: | Monomeric calendared PVC |
| Gauge: | 70 micron nominal |
| Tensile Strength | 50N/25mm MD / 48N/25mm TD nom. |
| Elongation at break | 180% MD nominal |

Adhesive

| | |
|---------------------------|---|
| Type | Permanent clear pressure sensitive solvent-free acrylic |
| Weight | 18gsm nominal |
| Adhesion to glass 20 mins | 10N/25mm nominal |
| Adhesion to glass 24 hour | 20N/25mm nominal |
| Perceived tack | Medium |
| Shear strength | Medium |
| Application temperature | +8°C to +60°C |
| Service temperature | -20°C to +100°C |

Release Liner

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|--------|---|
| Print | Unprinted |
| Weight | 140 gsm nominal |
| Type | Clay coated kraft paper with high internal strength |

Finishes

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|--------------------|---------|-------------|
| Finishes Available | MDE-200 | White Gloss |
|--------------------|---------|-------------|

Roll Presentation

| | | |
|----------------------------|-------------------------------------|-------|
| Roll sizes and net weights | 1520mm x 50m | 22kg |
| | 1520mm x 250m | 110kg |
| Presentation | Face film outwards, on a 76mm core. | |

Durability

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|---------------------|---|
| Shelf Life | 1 year |
| External weathering | 1-2 years* This refers to the unprinted vinyl when installed. Refer to ink manufacturer for durability of the finished product. |
| Fire Rating | Class B. Classification compliant with BS EN 13501-1:2007 European standard. The full classification is 'B / s2 / d0'. Only applies when applied to substrates of a density greater than or the same as plasterboard, 800kg/m ³ . See web site for further information |

MD: Machine direction, TD: Transverse direction

Warranty: Metamark (UK) Limited warrants to its customers that graphics produced using Metamark DigitalVinyl 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 DigitalVinyl 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. uct nor for incidental nor consequential loss.