

# Metamark MD-BW

Bus Wrap Vinyl



## 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. It has a black semi-permanent adhesive, providing high opacity.

## Material Handling

- Ensure that the material has reached room temperature and a relative humidity of 50% before printing.
- Do not handle the face film directly and ensure it is free from dust and static.

## Printing Guidelines

- Suitable for use on Solvent, Eco Solvent and UV inkjet printers. Always perform a test print first.
- Ensure that the correct are used. Most profiles are available for download from [www.metamark.co.uk](http://www.metamark.co.uk).

## Application

- Allow the inks to cure before use, this is usually 24-48 hours
- Do not stack prints until fully cured.
- Apply unstressed, in particular to curves and recesses. It is not suitable for application over rivets or complex recesses.
- The product has a water-based adhesive, so avoid wet application.
- Avoid cutting flush to the print.

## 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  
Substance                        140 gsm

## Finishes

Finishes Available            MD-BW    White gloss

## Roll Presentation

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

## Durability

Shelf Life                        1 year  
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 Media 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.

## Metamark (UK) Limited

○ Luneside • New Quay Road • Lancaster • LA1 5QP • Tel +44 (0)1524 387140 • Fax +44 (0)1524 387147

○ Metamark House • Octimum Business Park • Forsyth Road • Woking • GU21 5SF • Tel +44 (0)1483 571111 • Fax +44 (0)1483 570540

[sales@metamark.co.uk](mailto:sales@metamark.co.uk)

[www.metamark.co.uk](http://www.metamark.co.uk)