

## 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. 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.

## Printing and Handling

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

## Application

- Allow the inks to cure before cutting flush to the print, this is usually 24-48 hours.
- Apply unstressed, in particular to curves and recesses. It is not suitable for application over rivets or complex recesses.
- Avoid wet application – the product has a waterbased adhesive
- Not recommended for use on low energy surfaces such as polypropylene. The user should determine suitability of substrate.
- Refer to [www.metamark.co.uk](http://www.metamark.co.uk) for application guidelines.

## Overlaminating

- Overlamination is recommended to prevent abrasion and to extend colour fastness.
- Allow the inks to cure before overlaminating, this is usually 24-48 hours.
- The matched laminate for MDE is MetaGuard MGE. For all other laminates the user should determine suitability.

### Face Film

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 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
Application temperature	+8°C to +60°C
Service temperature	-20°C to +100°C

### Release Liner

Print	Unprinted
Weight	140 gsm nominal
Type	Clay coated kraft paper

### Finishes

Finishes Available	MDE-200	White Gloss
	MDE-301M	White Matt

### Roll Presentation

Roll sizes and net weights	760mm x 50m	11kg
	1370mm x 50m	20kg
	1520mm x 50m	22kg
Presentation	Face film outwards, on a 76mm core.	

### Durability

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. BS EN 13501-1:2007

**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.

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