

# Metamark MD-WA 'WallArt'

## DécorMark Wall Covering



### Product Description

Metamark 'WallArt' offers an ideal solution for printable wall coverings, including retail and leisure, exhibition and home décor applications, enhancing the opportunities available for wall décor. The textured weave finish provides an attractive appearance without lamination, and gives a highly vibrant print image, retaining greater intensity of the colours compared to traditional textile or paper based products. It has a high level of opacity, and makes for no show-through on overlap joins. The self-adhesive 150 micron PVC film with permanent MetaScape® air release adhesive allows for clean, easy handling and is printable with Solvent, Eco Solvent, Latex and UV printers.

### Features and Benefits

- One Part System, no need for lamination.
- Anti-Scuff, abrasion resistant.
- High opacity film for no show-through.
- MetaStream Ready™ – can be recycled in our closed loop recycling scheme.
- Low reflection textured finish.
- For Solvent, Eco Solvent, Latex and UV printing.

Face Film	
Face Film	Polymeric Calendered PVC
Gauge (ISO 2286-3)	150 micron nominal
Tensile Strength	2500psi MD / 2000psi TD nom*
Elongation at break	MD 70% / TD 130%*ASTM D882/B
Adhesive	
Type	MetaScape® permanent solvent-based acrylic with air channels.
Perceived tack	High
Adhesion to glass 20 mins	17N/25mm nominal
Adhesion to glass 24 hour	22N/25mm nominal
Application temperature	+10°C to +40°C
Service temperature	-30°C to +110°C
Release Liner	
Print	MetaScape print
Weight	140 gsm nominal
Type	Structured Layflat kraft with PE coating

Finishes		
Finishes Available	MD-WA-01	Artisan
	MD-WA-02	Sandtex
Roll Presentation		
Roll Widths	0.76m / 1.37m / 1.52m	
Roll Lengths	15m / 30m	
Durability		
Shelf Life	2 years. (10-20°C and 50% R.H).	
External weathering	7 years (Unprinted). Northern European conditions, vertical. Refer to full Metamark International durability guide.	
Fire Rating	C-s1-d0 in accordance with BS EN 13823 (SBI): 2010 and EN 11925-2	
Chemical Resistance	The unprinted film is resistant to mineral oils, fats and fuels, aliphatic solvents, mild acids, salt and alkali for e.g. diesel oil gasoline, paraffin, hydraulic oil, ant-freeze, soap suds, etc.	
Regulations	REACH and RoHS Compliant.	

### Printing and Handling

- Always perform a test print first.
- Ensure that the correct profiles and heater settings are used.
- Refer to [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.
- For use without lamination.

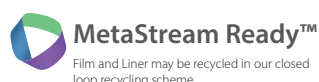
- Ensure the surface is clean from contamination, dust free, and dry before applying graphics.
- Apply using a dry application method.
- Testing for suitability is recommended prior to applications.
- Edges and overlaps should be applied with heat and a roller.

### Application

- Allow a minimum of 24-48 hours for the solvents to dry off before application of the overlamine, or to the vehicle, depending on the print and drying conditions this can often be in excess of 48 hours. Retained solvents will reduce adhesion levels.

### Notes

- Due to the variability of walls it is vital to assess the suitability, and surface preparation needed. It is suitable for smooth walls.
- No liability is given for damage to painted surfaces as the bond between the paint and the wall is out of our control.
- The user should determine suitability of substrate.



### MetaSure® Warranty

Metamark (UK) Limited warrants to its customers that graphics produced using Metamark Media and Overlaminates 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 Media and Overlaminates 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. 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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