

Product Description

myMEDIA 1643 One Way Eco 40 is a perforated, monomeric PVC film, white gloss with black backside, with a printable area of 60% and a transparent removable adhesive. It has been developed for short-term advertising graphics on shop windows, airport graphics, subway window, glass walls of building or other even surfaced transparent advertising media from glass that should allow light to easily pass through from back. After printing on the film surface the picture becomes visible on the outside while the perforated black backing allows light to pass through to the inside and allows a good trough vision from the inside to the outside of the window. The special PE-coated Dual Liner allows an excellent flatness, stability and due to the special design a perfect printability with UV-curable inks, as inks will stay in the holes only and the open area remains clear for perfect visibility. Of course the product offers an excellent printability with Eco-Solvent and Solvent inks as well. In case of residues after removal, the transparent adhesive offers a very good cleaning ability of the window compared to black adhesives on the market. Overlamination with an optically clear lamination film is recommended to achieve the best see-through, abrasion protection and better removability.

Physical Characteristics

Front material	Perforated PVC film, monomeric plasticized calendered		
Perforation	1,5 mm hole size, 60% printing area		
Thickness / Weight	140 µm		
Colour / Finish	White gloss print side, black backside		
Adhesive	Solvent based polyacrylate, transparent, removable		
Liner	PE-coated Dual-Liner, perfor175 g/m ²		
Durability	Up to 1 year unprinted (vertical exposure, climate zone 1)		
Application temperature	>= +10°C		
Temperature range	-20°C to +65°C		
Adhesion after 24h	6 N/25 mm	Finat FTM 1 (on stainless steel)	
Dimensional stability	<= 1,0 mm shrinkage (machine direction) no shrinkage (cross direction)	Finat FTM 14	
Tensile strength	> 5 MPa (machine direction) > 5 MPa (cross direction)	DIN EN ISO 527	
Elongation	> 50 % (machine direction) > 50 % (cross direction)	DIN EN ISO 527	

Storage

Shelf life	1,5 years if stored in original packaging
Storage conditions	+20°C to +22°C and 50 - 55% relative humidity

Printing Method

Compatible inks	Eco-Solvent, Solvent, UV-curable
Drying	The digital print must be ABSOLUTELY DRY! We recommend to dry for at least 48 hours prior to further processing in unwounded condition. If this is not possible the roll should be dried loosely winded in upright position on an air permeable (grid) floor to ensure air circulation. Insufficient drying may result in curling, shrinkage and insufficient adhesion which excludes any warranty. Therefore the drying has to be checked with practical methods like Tesatest (optimal with cross section), grab test, abrasion test and/or smell test prior to further processing and application.

Removability

Removability	Up to 6 months
Substrate and surface	The properties and conditions of the substrate are essential for the removability! The surface has to be consistent with a high cohesiveness. Certain substances could interact with each other e.g. diffusion of plasticizers, or fumigation of solvents or flowing gas. This could cause the adhesion to increase from removable self-adhesive products and impedes a residue free removal of the film. The following surfaces could be affected from the above mentioned reciprocal effects: - ABS - Acrylic Glass - Freshly painted areas and varnish - Nitro Lacquer - Polycarbonate - Polystyrene - Various PVC
Removability conditions	>= 20°C (surrounding and surface temperature)

Processing and converting

Recommended surfaces	Flat to very slightly curved, not suitable for 3D applications Substrate must be dry and free of dust and grease
Application method	Dry application only
Edge protection	To ensure outdoor durability, the edges must be protected with a laminate strip to prevent liquids from penetrating and protect against mechanical damage.
Lamination	Cold lamination Roller temperature <= 30°C, lamination without tension
Recommended laminates	Crystal clear laminates especially developed for perforated window films

Cleaning

High pressure cleaning	High pressure cleaning equipment are not recommended for cleaning. The Edges could lift up and/or an existing overlamine could crack in the hole areas.
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Advantages and features

- clear open area when printed with UV curable inks
- outstanding print quality
- very good flatness
- excellent dimension stability
- outdoor use up to 1 year
- removability up to 6 months
- excellent price-performance ratio

Applications

- Indoor and outdoor applications
- Glass walls of buildings
- Shop windows
- Airport graphics
- Public transport
- Subway windows
- Even surfaces from glass

Important Notice

Information on physical and chemical characteristics is based upon tests, practical knowledge and experience. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Because of the variety of uses and applications, the purchasers should independently determine, prior to use, the suitability of this material to their specific use and carefully consider the suitability and performance of the product. The purchaser shall assume all risks for any use and application of the material. All specifications and technical data are subject to change without prior notice, errors and omissions expected. All warranty matters are regulated by our general terms and conditions.