



## WF Matte Vinyl | 4 mil Calendered Adhesive Waterfast Vinyl

A water resistant, calendered white PVC vinyl with a permanent pressure sensitive adhesive and a non-glare finish.

### Specifications

<b>Basis Weight (Total)</b>	335g/m <sup>2</sup>	<b>Opacity (%)</b>	90	<b>Ink Compatibility</b> Dye based and pigmented inks
<b>Caliper (Mils)</b>	4	<b>Gloss (@60°)</b>	2	
<b>Whiteness</b>	105			

### Application Suggestions

This water resistant material is durable enough to be used for many permanent applications, including outdoor advertising, POP displays, directories, billboards and vehicle graphics. Additionally, this product is well suited for decals and window signage applications.

### Imaging Guidelines

**Printing:** WF Matte Vinyl can be used on a wide variety of printers with dye based or pigmented inks. Print dry time is approximately 10 minutes from most printers. Ink saturation up to 300 percent.

**Media Handling:** Media should be allowed to acclimate for 48 hours in the printing environment before use. The use of cotton gloves when handling may prevent transfer of oil and dirt to the print surface, which could affect print quality.

**Storage/Printing Environment:** It is recommended to store and print on this media in a controlled environment at a temperature between 50 - 85° F and a relative humidity between 30 - 65 percent.

**Printer Settings:** Printer and RIP software may need to be calibrated for optimum quality. For HP DesignJet printers, choose UV setting "B" for the media setting.

**Water-Resistance:** Pigmented inks are recommended for optimum water resistance. Image should be allowed to cure for 24 hours before exposing to water. It is normal for a small amount of residual ink to run off the image when it is first exposed to water. This does not deem failure.

### Finishing Recommendations

**Lamination:** This media is compatible with pressure-sensitive lamination films and ProTect lamination spray. This media has been tested with various types of PSA lamination films and no incompatibilities were found.

**Laminators:** As a guideline, we recommend laminating with PSA films and using a heat-assist of approximately 80° F on the top roller at a speed of around 3 fpm. These specs can greatly vary from machine to machine and can also be affected by your environment.

**Mounting:** The adhesive allows for mounting to a variety of prepped substrates for many applications. The following surfaces are recommended for use with this adhesive product – aluminum, ABS, Plexiglas, glass, polycarbonate, stainless steel and automobile enamel. This media is intended for smooth surfaces and should not be applied over rivets or textured surfaces. You should always pretest the substrate you intend to apply to before actual installation. A well-cleaned and dried surface is recommended.

**Handling:** When laminating with a PSA laminate, a curing time of 24 hours is recommended in order to allow the adhesive to achieve optimum strength.

**Shipping/Delivery:** When preparing a piece to transport, roll the laminated image print side out as **LOOSE** as possible; this will help avoid tunneling.

[www.milanoinc.com](http://www.milanoinc.com)

For more information, please call 800-237-7347 Denver • Los Angeles • Chicago

Products and sizes subject to change. Suggestions made concerning uses, applications and compatibility are only the opinion of Milano. They are provided as a guide only and shall in no event constitute a warranty of any kind. The user assumes all risk from the use of these products and must confirm suitability thereof by his/her own tests. Our liability will in no event exceed the dollar value of the material sold. If at any time Milano-branded media fails to meet our specifications please return printed and unused portion for a full credit or exchange.

© 2007 MC Max Inc.