

# TECHNICAL DATA SHEET

## VM PREMIUM

### 1. Description

Film : 120 micron (including adhesive) White (Matte), Monomeric Calendered PVC film

Adhesive : Permanent Clear Solvent based Acrylic adhesive

Release liner : One Side PE and Silicon Coated Kraft Paper, 120gsm

Width : 1.02/1.06/1.27/1.52m

Length : 50 mtrs

Durability : Upto 1 Year



### 2. Properties

Item	Unit	Value	Tested Method
Thickness- Film	µm	100	GB/T6672-2001
Thickness- Finished Product	µm	250	GB/T6672-2001
Adhesive Weight	g/m	20-22	FINAT12
Elongation at Break MD	%	>150	GB/T1040.1-2006
Elongation at Break CD	%	≥125	GB/T1040.1-2006
Tensile Strength at Break MD	N/25mm	45-65	GB/T1040.1-2006
Tensile Strength at Break CD	N/25mm	40-60	GB/T1040.1-2006
Dimensional Stability MD	%	≤1.0	FINAT14
Dimensional Stability CD	%	≤0.7	FINAT14
Initial Adhesion	N/25mm		FINAT9
180 Peel -20 Minutes	N/25mm	7-10	FINAT9
180 Peel -24 Hours	N/25mm	15-14	FINAT1

### 3. End Uses

1. Short term promotional graphics (Indoor and Outdoor)	2. Signs and trade shows	3. Point-of-purchase (POP) displays
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## 4. Usage and Conversion

Media is suitable for Inkjet Printing (UV, Latex, Eco-Solvent and Solvent)

Please follow below cautions to avoid failure:

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Complete Drying of Ink after printing is mandatory. Incomplete drying can result in graphic failure including curling, increased shrinkage, adhesion failure which are not covered under product warranty

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Recommended maximum ink limit is 250%. Excessive total physical ink amount on the film may result in changes in media characteristics, lifting of over laminate, incomplete drying and overall poor graphic performance

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It is not recommended to store finished graphics for extended period of times as it may result in shrinkage from edges. If such storage is necessary, it is recommended to leave unprinted margin of one fourth of an inch to allow trimming from edges

## 5. Application Characteristic

### Characteristic

- Media is suitable for smooth, flat and simple curved surfaces

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- Recommended to use on Metal, rigid plastic and painted surfaces

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- Recommended temperature at the time of application is between 4° – 38°C

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- Recommended for Dry Application

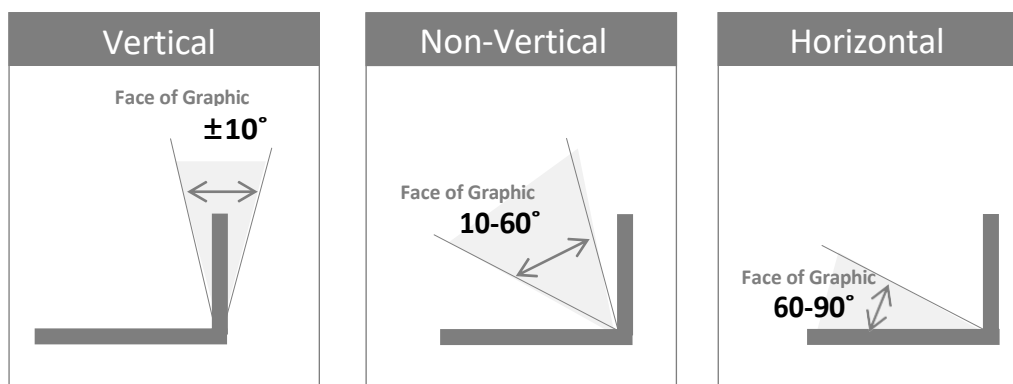
## 6. Shelf Life and Storage

Activity	Recommendations
Shelf life	<ul style="list-style-type: none"> <li>• The shelf life is upto 2 years if stored under less than 20° C and under 50% relative humidity</li> <li>• The shelf life is upto 1 year if stored in more than 20° C (under 32° C)</li> <li>• After processing of film, shelf life gets changed to upto 6 months</li> </ul>
Storage conditions	<ul style="list-style-type: none"> <li>• It is recommended to store the material in clean and dry area, out of sunlight under maximum temperature 32° C and under 50% humidity</li> </ul>

## 7. Durability Guide

### Durability Period & Exposure Conditions

Exposure to	Durability Period
Vertical	Upto 1 year
Non-Vertical	Upto 8 months
Horizontal	Upto 4 months



\* Durability period may differ from zone to zone depending upon weather conditions

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