



PERFORMANCE GUIDE

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Version #10 (0510)
Approved by J. S.

**PRODUCT: IMAGin®
WW100**



PRODUCT DESCRIPTION:

RoughRAP WW100 is a 2.1-mil soft white **gloss, highly conformable** PVC film designed for solvent-based ink jet printing. The product is coated on one side with a high tack, permanent, opaque, acrylic pressure sensitive adhesive and supplied with an 80# polycoated 2-side release liner for excellent lay-flat. WW100 is specifically designed for direct application onto moderately textured exterior and interior brick walls for an astonishing visual effect! Use of an overlamine will extend the life of the graphic and allow for easier handling during install.

<u>PHYSICAL PROPERTIES:</u>	<u>TYPICAL VALUES*</u>	<u>TEST METHOD</u>
Peel Adhesion , lb. /in. (N/25mm) 180° on Stainless Steel - 24 hr.	3.2 - 5.0 (14 - 22)	FTM - 1
Quick Tack on SS , lb. /in ² (N/25mm)	4.8 - 6.2 (21 - 27)	FTM - 9
Dimensional Stability , (%) 48 hours @ 158°F	max 0.5	FTM - 14 10" x 10" Sample bonded to aluminum.
Temperature Ranges , Minimum Application: End Use:	50°F (+10°C) -4°F to 160°F (-20°C to 70°C)	
Surface Burning Characteristics		ASTM E84-01 or ANSI/NFPA 255 or UCB 8-1
This product meets: ANSI - Class A, NFPA - Class A and UCB - Class 1 specifications.		

INTENDED FOR: Wide format, eco-solvent, solvent-based, latex and UV-cured inkjet printing. To achieve the best possible print quality, please make sure that the correct ICC profiles or printer settings are used. Profiles can be obtained from our Distributors or can be downloaded from www.mactac.com. Printer and heater settings and ICC profiles can also be downloaded from some O.E.M. or software manufacturer's websites. **Note:** UV inks typically crack when stretched, and are not appropriate for rough, conformable applications.

The ICC profiles are provided solely as a customer resource. Print environments, the individual nature of printing systems, inks and software can significantly affect output. It is the customer's responsibility to determine the suitability of any profile for use in their specific print environment.

- 1) The user is responsible for determining the product's suitability, including adhesion and if needed, removal characteristics when used in applications other than listed specifically in this Performance Guide.**
- 2) If there are any questions about applications, please contact your MACTac sales representative to discuss your requirements for recommendations.**
- 3) If this is a printed Performance Guide it is an uncontrolled document. Please check the MACTac website for the latest, most up-to-date version.**

DURABILITY: The outdoor durability of the printed graphic is 18 months. Color fading is mainly dependent upon the quality of the inks (see technical data sheets given by the ink manufacturers) and the pressure sensitive media being used. Use of Permacolor LF3648 gloss or LF3638 matte highly conformable RAYZor overlaminating films will extend the life of your graphic.

RECOMMENDATIONS:

Always test your combination of WW100 products, inks and laminating films prior to commercial use.

- 1) **Printing Conditions:** Print in conditioned pressroom at $\pm 73^{\circ}\text{F}$ (23°C) and 50% RH. The maximum allowable ink saturation is 270%.
- 2) **Drying Requirements:** Solvent, Eco-solvent and Mild-solvent inkjet prints require 24 - 48 hr. drying time - open to the air. Inks do not dry when printed media is rolled up. The prints must be dry prior to lamination.
- 3) **Laminating Conditions:** This product, when inkjet printed, does not require a laminating film, however, it is recommended. If the printed graphic is likely to be exposed to corrosive liquids, smoke, and fumes, used in a highly polluted area or there is a likelihood of scratching, it is highly recommended to laminate with **Permacolor LF3600** series (High Performance) overlaminating films. Laminate through a professional cold roll laminator at 3 - 5 ft/min. Please be aware that adding an overlaminate will moderately reduce the graphics conformability to complex surfaces.
- 4) **Transportation Conditions:** To allow for easy transportation, WW100 series can be rolled up, with the image out, with a minimum diameter of 6 inches (15cm). When the image is not protected by an overlaminate, make sure the print is completely dry and protected in a plastic bag. During transportation or storage, avoid exposing them to extreme temperature and humidity changes.

APPLICATION METHOD:

- 1) The application surface **MUST** be dry prior to application. Do not install after a rainstorm! The bricks will take a minimum of 24 hours to dry in warm weather.
- 2) Always test a 10" x 10" section of your graphic first to insure good adhesion. In most cases dusting the wall with a still brush is sufficient prior to application. In some cases there may be some oils, dirt or salt which has bled to the surface that will inhibit adhesion. In these cases, the wall must first be washed with a tri-sodium phosphate/ water solution (follow the dilution instructions on the bottle). Allow at least 48 hours for the wall to dry prior to application. Moisture left in the wall may result in pre-mature failure of the graphic if the wall is not completely dry prior to application.
- 3) If the wall has been painted follow the "painted surface cleaning instruction in MACTac TA2032 Surface Preparation guide.
- 4) Use the 'hinge method' to line up the graphic and to install by removing small sections of the liner at a time and applying flat areas first onto the rough wall with a soft squeegee.
- 5) Heat up the film in small sections from left to right with a heat gun to a minimum of 850°F (450°C) then immediately firmly press the heated film down into the rough texture of the brick wall with a semi-rigid roller.
- 6) If needed, remove all air pockets by poking with a pin (do not use a knife) and re-heating and pressing the air out with a soft cloth or the roller.
- 7) There may be areas with significant variability in the application surface texture, typically changes greater than $\frac{1}{8}$ inch, which may result in some spots that lift. This is to be expected and in most cases it will not negatively detract from the intended message nor reduce the life of the film.
- 8) After the application is complete and all air pockets removed, heat up to 220°F (104°C) one more time to relax and re-set the film.
- 9) Removal - Unsound substrates, poor paint anchorage, textured wallpaper or texture-finished wallboard may be damaged during graphic removal. To remove - re-heat and pull off in small sections.

SHELF LIFE: 2 years from D.O.M. when stored at $60/77^{\circ}\text{F}$ ($15/25^{\circ}\text{C}$) and 50% relative humidity in the original package.

- *Values given are typical and are not necessarily for use in specification.*
- Added flame tests 10/09

CALL 1-800-401-5005 for additional product information

IMPORTANT NOTICE: The information given and the recommendations made herein are based on our research and are believed to be accurate, but no guarantee of their accuracy or completeness is made. In every case, user shall determine before using any product in full scale production, or in any way, whether such product is suitable for user's intended use for their particular purpose under their own operating conditions. User assumes all risk and liability whatsoever in connection with their use of any product. The products discussed herein are sold without any warranty as to merchantability or fitness for a particular purpose, or any other warranty, express or implied. No representative of ours has any authority to waive or change the foregoing provisions, and no statement or recommendation not contained herein shall have any force of effect unless in an agreement signed by the officers of seller and manufacturer. Nothing contained herein shall be construed to imply the nonexistence of any relevant patents or to constitute a permission, inducement or recommendation to practice any invention covered by any patent without authority from the owner of the patent. The following is made in lieu of all warranties, express or implied: Seller's and manufacturer's only obligation shall be to replace or credit such quantity of the product proved to be defective at its discretion.

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