



PERFORMANCE GUIDE

www.MACtac.com

Version #2 (0209)

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 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.

PHYSICAL PROPERTIES:

TYPICAL VALUES*

TEST METHOD

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)	

INTENDED FOR: Wide format, eco-solvent, solvent-based 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.

RECOMMENDATIONS:

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

1) **Printing Conditions:**

Print in conditioned pressroom at ±73°F (23°C) and 50% RH.

2) **Laminating Conditions:**

Ensure print is perfectly dry. Material should have 24 - 48 hr. drying time prior to lamination or transportation. If the printed graphic is likely to be exposed to corrosive liquids, smoke, fumes, highly polluted areas 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 overlamine will significantly reduce conformability to complex surfaces.

3) **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 overlamine, 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) 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 onto the rough wall with a soft squeegee.
- 3) Heat up the film in small sections from left to right with a heat gun to approx. 850°F (450°C) then press the heated film down into the rough texture of the brick wall with a semi-rigid roller.
- 4) Remove all air pockets by poking with a pin (do not use a knife) and pressing the air out with a soft cloth.
- 5) After the application is complete and all air pockets removed, heat up one more time to relax and re-set the film.
- 6) The film has an outdoor life of 6 months
- 7) To remove - re-heat and pull off in small sections. It will remove easily and cleanly.

DURABILITY: The outdoor durability of the printed graphic is 6 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 only Permacolor LF3648 gloss or LF3638 matte highly conformable RAYZor overlaminating films.

SHELF LIFE:

2 years from D.O.M. when stored at 60/77°F (15/25°C) and 50% relative humidity in the original package.

** Values given are typical and are not necessarily for use in specification.*

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.

TM Trademark of Morgan Adhesives Company.

© Registered Trademark of Morgan Adhesives Company.
www.MACtac.com



Regional Phone Numbers:
North East: 1-800-257-8226
South East: 1-800-537-4606

Midwest: 1-800-736-7636
West: 1-800-252-7767
Mexico: 011-52-55-47-77-19-00

www.SourceOneOnline.com
custserv@SourceOneOnline.com