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Approved by J. S.

Product

IMAGin® DecoFresco™
DF052 Wall Décor

Product Description

DF052 DecoFresco wall media is an 8.0 mil, **unique flattened plaster finish** on a white calendared PVC film designed for latex, UV and solvent-based ink jet printing. The product is coated on one side with a clear removable acrylic pressure sensitive adhesive and supplied with a 90# SuperFlat™ P.E. coated kraft liner.

IMAGin DecoFresco wall media expands Mactac’s popular décor product range with a unique finish that can be used on almost any smooth wall. DecoFresco is ideal for providing a short, medium or long term textured wall mural to any smooth surface. Easy to install and scratch resistant, DecoFresco has a unique texture and feel, which allows for a painted-on appearance.

Typical Applications

- Home decor
- High-end retail
- General Uplifting
- Hospitality decor
- Museum exhibits
- Trade shows

Physical Properties

Property	Typical Values	Test Method
Thickness in inches Carrier plus adhesive	0.09 (229)	ASTM D-645
Peel Adhesion, lb. /in. (N/25mm) 180° on Stainless Steel - 24 hr.	2.1 (9.2)	ASTM D-903
Quick Tacks, lb./in.² (N/25mm)	2.1 (9.2)	Mactac CTM-25
Dimensional Stability (Shrinkage), inches (mm) MD CD	0.50 0.20	Mactac CTM-21 (Method D) 48 hours @ 158°F (70°C) 10" x 10" sample Bonded to aluminum
Surface Burning Characteristics Flame Spread Smoke Density Meets: ANSI, NFPA and IFC	20 50 Class A	ASTM E84-01 or ANSI/NFPA 255 or IFC 8-1

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Temperature Ranges		
Minimum application:	30°F (-1°C)*	
End Use:	40°F to 180°F (-40°C to 82°C)	

- When applying DecoFresco at temperatures below 50°F the soft vinyl face will become brittle. Therefore special care must be employed during installation to keep from tearing the face.

Durability

The outdoor durability of the unprinted film is 1 year. Indoor durability for DecoFresco is 3 years with up to 2 year removability after application on a sound surface.

Shelf Life

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

Approved Printing Processes:

Screen Printing:		HP Indigo	<input type="checkbox"/>
UV Cured	<input checked="" type="checkbox"/>	Off-set	<input type="checkbox"/>
Solvent	<input checked="" type="checkbox"/>	Off-set UV	<input type="checkbox"/>
Digital: UV Inkjet	<input checked="" type="checkbox"/>	Thermal Transfer	<input type="checkbox"/>
Eco-solvent	<input checked="" type="checkbox"/>	Flexographic *	<input type="checkbox"/>
True solvent	<input checked="" type="checkbox"/>	Laser	<input type="checkbox"/>
Latex	<input checked="" type="checkbox"/>	Jetrion	<input type="checkbox"/>

To achieve the best possible print quality, please make sure that the correct ICC profiles or printer settings are used. Profiles 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.

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.

Limitations

Due to the wide variability of interior walls, sealants and paints, no claims for successful applications to or removal from painted wall surfaces are made by Mactac. It is the users' responsibility to determine the products suitability for the intended wall.

- 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.**

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Application

Drywall is an extremely porous surface and sealing it up is difficult yet critical for graphic applications. Some drywall and painted surfaces can result in poor adhesion for a wide variety of reasons. Including:

- Highly textured surfaces
- High humidity areas or moisture behind the drywall.
- New drywall (anything less than one year old is considered new) does a lot of moving as the new building settles. And new drywall will shrink due to its relatively high moisture content, finally, new drywall will outgas as it dries out. All of these things may result in failure like edge lifting, or bubbles and blisters forming under the graphic.
- Drywall must be finished to level 4 or 5 for pressure sensitive wall graphics to be successful.
- Different paints require different cure times. Heavily pigmented paints take significantly longer time to cure. Environmental conditions can speed up or retard cure times. Graphics applied to un-cured paint may fail. **Consult with your paint manufacturer** for the proper primer and paint to use and their respective cure time.
- For these reasons, there is no guarantee for Pressure Sensitive graphics in drywall applications.

Printing and Handling Recommendations

Always test your DecoFresco media with your inks and printer 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%.
 - a. Images printed with solvent inks must be thoroughly dried prior to rolling for shipment. Retained solvent will affect edge adhesion.
- 2) **Laminating Conditions:** DecoFresco is not intended to be laminated.
- 3) **Transportation Conditions:** To allow for easy transportation, IMAGin media 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.

Removal Instructions

- Starting in a corner, carefully pry up the vinyl from the wall.
- Pull back at a 90° angle to create the least amount of stress on the painted surface underneath the graphic.
- Continue peeling at a **slow** speed, keeping the angle 90° and diagonal to the panel
- For best results, remove slowly.

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

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