

TECHNICAL DATA SHEET

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	Revision: VERSION A
	Date: 18/03/2016
	Replaces: NONE
	Authors: HBJ

1. Identification of the product

- 1.1 Commercial product name:** Contra Vision® Campaign™
- 1.2 Product Reference number:** WBCMAG40A

2. Description

WBCMAG40A is a White/Black perforated self-adhesive vinyl with 40% transparency and a removable, pressure-sensitive adhesive, featuring a Universal Liner with *Grayliner™* technology. This film allows an image to be seen on the outside of a window while allowing viewing through from the inside.

This promotional film features a part-perforated paper liner for use with UV inkjet, latex inkjet (including models with an optimizer primer), solvent and 'eco-solvent' inkjet printing and screen printing.

3. Use

Contra Vision® Campaign™ perforated window films featuring monomeric face films are suitable for the production of short-term see-through window graphics on static applications. We would recommend Contra Vision® Performance™ for use on vehicle windows, building wraps, where graphic panels meet side-by-side and need to be joined and for longer term applications.

Applications that require an optical clear view, should be laminated with a suitable overlamine. Failure to apply this laminate could result in obstructed or impaired viewing when the product becomes wet.

This product is not recommended for use on glass with coatings such as anti-reflective, self-cleaning and scratch-resistance, which may be damaged during film removal. Not to be applied to fresh paint or ink, polycarbonate, rubber, plastic moldings and certain PVCs. In case of doubt, please test prior to final application.

This product is recommended for use on flat or gently curved surfaces only.

Universal Liner (also known as Additional Liner) construction eliminates the "bridging" over the perforated holes that can occur with UV curing inkjet printers and latex inkjet with an optimizer primer when using Replacement Liner construction.

After printing the ink must be thoroughly dry, including in the perforated holes in order to avoid any contamination, particularly during lamination.

Surfaces to which the material will be applied must be thoroughly cleaned from dust, grease or any contamination which could affect the adhesion of the material. Final clean with soap and water. Rinse and dry glass after cleaning. Use a dry application method. The film must not touch the rubber window molding. This minimizes the chance of the graphic absorbing water that may collect in the window edge.

The graphics should not be washed within 24 hours of application to allow the adhesive to reach its ultimate strength.

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3. Typical Properties

PROPERTY	VALUE	NOTES
Face film	White/Black monomeric calendered pvc	
Thickness of face film	150µm (6 mil)	±10 µm (±0.4 mil)
Hole pattern	40% transparency 1.60mm (0.063") diameter holes 2.40mm (0.094") between hole centres	Face film, adhesive and part of liner
Adhesive	Transparent, solvent polyacrylate	
Adhesive coating weight	28g/m ² (0.89 oz/yard ²)	±3g/m ² (±0.09 oz/yard ²)
Liner	Perforated silicone coated paper laminated with grey-printed paper backprinted with Contra Vision® Campaign™ branding.	Part-perforated Additional Liner
Liner weight	140g/m ² (4.10 oz/yard ²)	±5g/m ² (±0.15 oz/yard ²) After perforating
Minimum application temperature	+5°C (41°F)	Air and substrate
Peel adhesion 24 hours	5N/25mm	Printed film on glass, typical value
Peel adhesion 1 month	5N/25mm	Printed film on glass, typical value
Removability	6 months	Clear removability without adhesive residue at 23-25°C and RH of 50-60%
Durability	12 months	Durability stated is for unprinted and untreated material correctly applied to an inert, vertical substrate subject to Mid-European weathering conditions. Some printing inks and drying or curing regimes may reduce the expected lifetime of the printed graphic. Please consult your ink manufacturer for guidance. Incorrect application methods, inadequate window cleaning and preparation and incompatible window treatments may reduce the expected lifetime of the applied material whether printed or unprinted, overlaminated or unlaminated. Mechanically sustained damage, chemical damage and UV-degradation to printed, unprinted, laminated or unlaminated material may also reduce expected durability. All perforated window films are especially vulnerable to damage along the edges and corners, which may lead to premature failure. Typical application life is up to six months.
Shrinkage	x direction +1.2%, y direction -3.5%	ASTM D1204-02
Service temperature	-25°C to 65°C	
Shelf life	2 years	Under ordinary condition at temperature of 22°C and relative humidity of 50-55%

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