



## Technical Data Sheet

# LUV 7499

### IMAGin

The IMAGin products is a series of self-adhesives especially designed for overlaminating and protecting large and medium size digital prints. The LUV range of products has specifically been designed for the protection of digital UV prints. It is however also compatible with other standard digital printing techniques like SB, ecosolvent and latex.

### PRODUCT DESCRIPTION

#### LUV 7499

- is an ecofriendly laminate based on 80 µm polypropylene film coated on one side with a clear acrylic adhesive. The adhesive is protected by a white paper release liner that provides complete visual inspection of the product, easy liner removal and a distortion-free adhesive surface. As such, the product is free of chlorine and phthalates.
- is designed for the overlamination and protection of photographic images and digital prints
- is suitable for indoor and short term outdoor applications.
- does not influence the pH level of substrate to which it is applied
- can be used to protect images against vandalism thanks to their anti-graffiti performance

#### LUV 7499

- reduces colour fade caused by ultraviolet (U.V.) light exposure
- enhances colours and glossiness of the UV prints
- protects the UV inks against abrasion, fingerprints etc
- has a high tack adhesive suitable for laminating both UV, SB, ecosolvent and latex digital prints
- does not influence the pH level of the substrate to which it is applied.
- is not compatible with substrates printed with oil-based inks.

### PHYSICAL PROPERTIES

	<u>Typical value</u>	<u>Test Method</u>
<b><u>Adhesive data, 23 °C</u></b>		
Quick Tack on glass (N/25 mm)	16	FTM 9
Peel 180° on glass (N/25 mm)		FTM 1
- after 20 minutes	13	FTM 1
- after 24 hours	15	FTM 14
Dimensional stability, % shrinkage, 48h at 70°C on aluminium	<0.5	Sample mounted on aluminium
<b><u>Release liner</u></b>		
White kraft paper (g/m <sup>2</sup> )	100	ISO 536
<b><u>Thickness</u></b>		
Film + adhesive (µm)	100	ISO 534 (ASTM D 645)

### HEAT RESISTANCE

Application temperature range : + 5°C to + 40°C  
 End-use temperature range : - 30°C to + 60°C

*For temperatures outside those quoted above, please consult MACtac.*

## **CHEMICAL RESISTANCE**

Resistant to short periods of immersion in water and short contact with detergents, alcohol and some aliphatic solvents. Not recommended for contact with ketones, esters, aromatic solvents and chlorinated hydrocarbons.

*For further technical advice, please consult MACtac.*

## **SHELF LIFE**

2 years when stored at 15 to 25°C and ± 50 % relative humidity.

## **EXPECTED DURABILITY**

The expected vertical outdoor durability of the unprocessed product in Central Europe (Zone 1) is up to 2 years. This information is based on successful real life experience and artificial aging according to ISO4892-3.

Indoor exposure will increase the durability values of the laminating film.

***Note** : Exposure to severe temperatures, ultra-violet light as well as conditions in Southern European countries, tropical, sub-tropical or desert regions will cause more rapid deterioration. This also applies to polluted areas, high altitude and south facing exposure. No durability warranty is given for horizontal exposure. For more information, please refer to Technical Bulletin 7.5: "Outdoor Durability of combined MACtac print media and laminates".*

## **RECOMMENDATIONS**

- Where exposure to chemicals, solvents or high pressure water hoses is envisaged, it is recommended to seal the edges of the prints with varnish or silicone in order to avoid penetration of these liquids.
- Where possible, always test the proposed construction under actual application and end-use conditions because a 100% multi-purpose adhesive for all substrates does not exist.
- The use of flat bed laminator is not recommended to laminate UV prints as the pressure is not sufficient to avoid silvering.

## **CLEANING PROCEDURE**

Always remove the graffiti as soon as possible from the PG 7490 series to ensure the best cleaning result. We recommend to use TagAway, our biodegradable graffiti remover gel for removing all sorts of stains and tags.

Clean the surface to remove all dust particles. Apply TagAway on the graffiti with a paint brush. Let it stand for ~2- 3 min before :

- first cleaning with a soft brush or a piece of cloth and
- then rinsing with a pressurized water gun (Kärcher). The rotative brush of the pressurized water gun should not be used to clean the image.

Start again this procedure if some graffiti is left or if several layers of colours have been sprayed. For more information on our biodegradable graffiti remover, please consult the TagAway TDS.

### **IMPORTANT NOTICE**

*All MACtac products are subject to careful quality control throughout the manufacturing process and are warranted to be of merchantable quality and free from manufacturing defects.*

*Published information concerning MACtac products is based upon research which the Company believes to be reliable although such information does not constitute a warranty.*

*Because of the variety of uses of MACtac products and the continuing development of new applications, the purchaser should carefully consider the suitability and performance of the product for each intended use, and the purchaser shall assume all risks regarding such use. The seller shall not be liable for damages in excess of the purchase price of the product nor for incidental or consequential damages.*

*All specifications are subject to change without prior notice.*