

Metamark MD-BW

Bus Wrap Vinyl

METAMARK
The Materials Company

Product Description

Metamark MD-BW has been developed for temporary flat panel advertising, and specifically to meet the demanding needs of 'bus wrapping'. It is suitable for use on solvent inkjet printers. The thick 100 micron film allows quick and easy application to flat panels, and can be removed up to 6 months after application. It has a black semi-permanent adhesive, providing high opacity.

Material Handling

- Ensure that the material has reached room temperature and a relative humidity of 50% before printing.
- Do not handle the face film directly and ensure it is free from dust and static.

Printing Guidelines

- Suitable for use on Solvent and Eco Solvent inkjet printers. Always perform a test print first.
- Ensure that the correct are used. Most profiles are available for download from www.metamark.co.uk.

Application

- Allow the inks to cure before use, this is usually 24-48 hours
- Do not stack prints until fully cured.
- Apply unstressed, in particular to curves and recesses. It is not suitable for application over rivets or complex recesses.
- The product has a water-based adhesive, so avoid wet application.
- Avoid cutting flush to the print.

Face Film

Face Film	Calendered PVC
Thickness	100 microns

Adhesive

Type	Semi-permanent
Tack	Medium
Service temperature	-30°C to +100°C
Cohesive Strength	High
Initial Adhesion	700 g/25mm
Adhesion at 48 Hours	1300 g/25mm

Release Liner

Type	Clay Kraft
Substance	140 gsm

Finishes

Finishes Available	MD-BW	White gloss
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Roll Presentation

Roll sizes	1370mm x 50m
Presentation	Face film outwards.

Durability

Shelf Life	1 year
Fire Rating	Self-extinguishing. The fire rating is a function of the substrate.
External weathering	3 years. This refers to the unprinted vinyl when installed. Refer to ink manufacturer for durability of the finished product.

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Metamark (UK) Limited

● Moorfield Road Styfield Industrial Estate Guildford GU1 1RU Tel +44 (0)1483 571111 Fax +44 (0)1483 570540
● Luneside New Quay Road Lancaster LA1 5QP Tel +44 (0)1524 387140 Fax +44 (0)1524 387147

www.metamark.co.uk
sales@metamark.co.uk