

### Product Description

Metamark MD-P has a 100 micron film, and a permanent adhesive. It is suitable for printers using solvent inks. It has been developed to offer more rigidity when performing print and cut work such as labels. It also offers easier application of larger displays onto flat panels, and is therefore suitable for promotional prints, that can be easily applied. MD-P is supplied with a solvent-based adhesive.

### Typical Applications

MD-P is suitable for short to medium term applications up to 2 years exterior, onto flat or slightly curved surfaces. It is principally developed for print and cut labels, and easier application of large flat advertising panels. The solvent-based adhesive eliminates problems of milky residue during wet application, of particular concern when applying onto glass.

### Material Processing and Handling

To achieve the highest possible print quality please ensure that the correct profile is used. Most profiles are available and can be downloaded from [www.metamark.co.uk](http://www.metamark.co.uk). To avoid potential printing problems, always ensure that the material has reached room temperature and a relative humidity of 50% before printing. It is imperative that the printer is set up correctly and that the correct profile and heater settings are used. Do not handle the face film directly and ensure it is free from dust and static. For a comprehensive list of printers compatible with MD-P Digital Vinyl refer to the website. Solvents from the printing process may initially cause the vinyl to soften and may initially reduce the strength of the adhesive, so after printing, leave 24 hours before applying the material and for the adhesive to regain full strength.

#### Face Film

Face Film:	Monomeric calendered PVC
Gauge:	100 micron nominal
Tensile Strength	60N/25mm MD / 52N/25mm TD nom.
Elongation at break	180% MD nominal

#### Adhesive

Type	Permanent clear pressure sensitive solvent-based acrylic
Weight	18gsm nominal
Adhesion to glass 20 mins	10N/25mm nominal
Adhesion to glass 24 hour	20N/25mm nominal
Perceived tack	Medium
Shear strength	Medium to high
Application temperature	+5°C to +60°C
Service temperature	-30°C to +110°C

#### Release Liner

Print	Unprinted
Weight	140 gsm nominal
Type	Kraft paper

#### Finishes

Finishes Available	MD-P-200	White Gloss
	MD-P-301M	White Matt

#### Roll Presentation

Roll sizes and net weights	760mm x 50m	11kg
	1370mm* x 50m	20kg
	1520mm x 50m	22kg
Presentation	Face film outwards, on a 76mm core.	

\*Also available reverse wound on castellated core for Arizona 90/180 printers

#### Durability

Shelf Life	1 year
Fire Rating	Self-extinguishing. The fire rating is a function of the substrate.
External weathering	2 years. *This refers to the unprinted vinyl when installed. Refer to ink manufacturer for durability of the finished product.

MD: Machine direction, TD: Transverse direction

**Warranty:** Metamark (UK) Limited warrants to its customers that graphics produced using Metamark digitalvinyl will remain in good condition without excessive fading or colour degradation for the specified life time of the ink used, when correctly stored, printed and applied in accordance with procedures outlined in the technical literature. If within the specified years of normal use Metamark digitalvinyl becomes ineffective for its intended use, then Metamark will provide sufficient material to produce a new replacement marking, and will at its own discretion, contribute an allowance in additional material towards the costs involved in replacing the graphics. In all cases, the converter is held fully responsible for storing, processing and applying the unconverted materials in accordance with Metamark's technical specifications. Metamark (UK) Limited will not be liable for any indirect or consequential loss or damage, and will not provide any allowance against improper usage, application accident, negligence, chemical damage or improper repair.

**Please Note:** The above data is given in good faith to provide an indication of the performance of the product. Purchasers should consider the suitability of each product for its intended use and the purchaser assumes all risks in connection with such use. Seller shall not be liable for damages in excess of the purchase price of the product nor for incidental nor consequential loss.