

### Product Description

myMEDIA 1224 Polyvinyl QuickApply WPGGQA is a white gloss, self-adhesive, polymeric plasticized, calendered vinyl for flat and slightly curved surfaces. The film is provided with a grey permanent, solvent-based adhesive with a very good opacity which is developed for overposting applications. Please be aware that this film is not light blocking and is designed for overposting needs. The QuickApply technology offers micro channels in the adhesive to ensure a very easy, quick and bubble-free application. It can be printed excellent with Latex, Eco-Solvent, Solvent und UV-curable inks and offers a very big colour gamut.

### Physical Characteristics

|                         |   |                                  |
|-------------------------|---|----------------------------------|
| Front material          | Polymeric plasticized calendered PVC film                   |                                  |
| Thickness / Weight      | 75 µm   |                                  |
| Colour / Finish         | White, gloss  |                                  |
| Adhesive                | Solvent Acrylic with air channels, grey permanent           |                                  |
| Liner                   | Two-sided PE-coated special release paper, 140 g/m²         |                                  |
| Durability              | Up to 5 years unprinted (vertical exposure, climate zone 1) |                                  |
| Application temperature | ≥ +10°C   |                                  |
| Temperature range       | -40°C to +90°C  |                                  |
| Adhesion after 24h      | 18,8 N/25 mm  | Finat FTM 1 (on stainless steel) |
| Dimensional stability   | <0,2 mm shrinkage   | Finat FTM 14                     |
| Tensile strength        | > 20 MPa (machine direction)                                | DIN EN ISO 527                   |
|                         | > 20 MPa (cross direction)                                  |                                  |
| Elongation              | > 160 % (machine direction)                                 | DIN EN ISO 527                   |
|                         | > 180 % (cross direction)                                   |                                  |
| Fire behaviour          | Self-extinguishing  |                                  |

### Storage

|                    |   |
|--------------------|---|
| Shelf life         | 2 years if stored in original packaging       |
| Storage conditions | +20°C to +22°C and 50 - 55% relative humidity |

### Printing Method

|                 |   |
|-----------------|---|
| Compatible inks | HP Latex, Eco-Solvent, Solvent, UV-curable  |
| Drying          | <p>The digital print must be ABSOLUTELY DRY!</p> <p>We recommend to dry for at least 48 hours prior to further processing in unwounded condition. If this is not possible the roll should be dried loosely winded in upright position on an air permeable (grid) floor to ensure air circulation. Insufficient drying may result in curling, shrinkage and insufficient adhesion which excludes any warranty. Therefore the drying has to be checked with practical methods like Tesatest (optimal with cross section), grab test, abrasion test and/or smell test prior to further processing and application.</p> |

**myMEDIA 1224 Polyvinyl QuickApply WPGQA****Processing and converting**

|                       |  |
|-----------------------|--|
| Recommended surfaces  | Flat to slightly curved, not suitable for 3D applications<br>Substrate must be dry and free of dust and grease |
| Application method    | Only dry application possible  |
| Lamination            | Cold lamination<br>Roller temperature $\leq 30^{\circ}\text{C}$ , lamination without tension                   |
| Recommended laminates | myMEDIA 5280 PolyLam Gloss, myMEDIA 5281 PolyLam Matt  |

**Advantages and features**

- easy application due to air channel technology
- very good opacity
- outstanding print quality
- very good flatness
- excellent dimension stability
- outdoor use up to 5 years
- excellent price-performance ratio

**Applications**

- large sized indoor and outdoor applications
- Fleet advertisement on Trucks
- Durable company signs and applications
- Interior & exterior signs
- Shop decoration, POS
- Fairs & events
- Durable stickers
- Applications with need of overposting the substrate

**Important Notice**

Information on physical and chemical characteristics is based upon tests, practical knowledge and experience. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Because of the variety of uses and applications, the purchasers should independently determine, prior to use, the suitability of this material to their specific use and carefully consider the suitability and performance of the product. The purchaser shall assume all risks for any use and application of the material. All specifications and technical data are subject to change without prior notice, errors and omissions expected. All warranty matters are regulated by our general terms and conditions.