

# StreetRap

Self-adhesive Digital Imaging Media for wide-format inkjet Printing

## PRODUCT DESCRIPTION

FACE MATERIAL : 85  $\mu$  white matt, calendered PVC film.

ADHESIVE : Permanent, HighTack clear acrylic.

LINER : PE Coated Kraft liner 150 gsm .

## TYPICAL USES

The product is designed for the production of outdoor sidewalk and parking lot floor graphics. It bonds well to flat or slightly rough, pedestrian traffic surfaces like concrete and asphalt. Almost anywhere you have pedestrian traffic, StreetRap can present your message to customers, clients, visitors and employees: Fairs, Trade Shows, Retail outlets, Convention Centers, Public buildings, Safety messages, Schools, Sport or Entertainment venues.

## PRINTING

Solvent based, eco-solvent, mild solvent or latex inkjet printing on wide-format printing equipment.

To achieve the best possible print quality, please make sure that the correct ICC profiles or printer settings are used. Profiles can be obtained from our Subsidiaries, Distributors or can be downloaded from [www.mactacgraphics.eu](http://www.mactacgraphics.eu)

Printer & Heater settings and ICC profiles are also downloadable from some of the OEM or software websites.

Print room conditions:

Print in conditioned pressroom at  $\pm 23^{\circ}\text{C}$  (73°F) and 50% Relative Humidity.

## PHYSICAL PROPERTIES OF THE UNPRINTED FILM

	Average values	Test method
<b>Adhesive Data, 23°C</b>		
Quick Tack on glass	46 $\pm$ 5 N/25 mm	FTM 9
Peel 24 hours on glass	31 $\pm$ 5 N/25 mm	FTM 1
<b>Dimensional stability</b>		
Shrinkage : 48 hours at 70°C (applied on aluminium)	max 1.0mm	FTM 14
<b>Flammability</b>	Self-extinguishing applied on Alu panels	
<b>Temperature ranges</b>		
Minimum application temperature :	+ 10°C	
Service temperature range :	- 40°C to + 100°C	

## SHELF LIFE

2 years when stored at 15 to 25°C and  $\pm 50$  % relative humidity (in the original packaging).

## EXPECTED DURABILITY

The expected vertical outdoor durability of the unprocessed product in Central Europe (Zone 1) is up to:

- 3 months for pedestrian traffic on smooth surfaces if overlaminated with **FloorGrip**
- 6 months for pedestrian traffic on smooth surfaces if overlaminated with **StreetLam**

This information is based on successful real life experience and artificial aging according to ISO 4892-2.

Note : Overlamination of the inkjet printed material delays eventual colour fading that may occur upon time. This colour fading is dependent from the quality of the inkjet inks, the orientation of the printed material, the angle of display and the exact location of exposure on the Globe.

## Technisches Datenblatt

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".

### **Laminating conditions**

Please ensure the print is perfectly dry. The printed material should be left to dry for at least 48 hours prior to lamination or transport.

Overlamination of the inkjet-printed material is required for slip resistant **StreetRap**.

### **Transportation conditions**

To allow easy transportation, **StreetRap** can be rolled up, with the image on the outside, with a minimum diameter of 15 cm (for example on a 6 inches core).

To avoid exposing the print to any liquid aggressions, prints should be protected by a plastic bag. During the transport or storage of the prints, avoid exposing them to extreme temperature and humidity variations.

### **APPLICATION REQUIREMENTS:**

1° The surface must be **absolutely dry**, clean and in reasonable good condition.

2° **StreetRap** must be applied in dry weather to a dry surface at temperatures above 10°C on days the temperature is expected to rise to at least 18°C. The weather should remain dry for minimum 24h after application to ensure adhesion build-up on the surface.

Heat helps the adhesive to flow to the rough surface to create a better bond. Do not attempt to apply graphics late in the day when the temperature is expected to cool down.

3° The rougher the surface the less contact the adhesive will have and the less chance your graphic has for success.

4° To clean the surface, use a brush or a stiff bristle broom to remove dirt and dust, sand and gravel or other loose contaminants. Do not use water or cleaners which will cause the surface to become wet.

5° Once aligned, pull back 5cm of the liner to expose the adhesive to align and start the application.

Remove 20cm of liner at a time and using a firm squeegee, short bristle brush or semi-hard roller with firm pressure, forcing the adhesive down into the surface. Make sure to eliminate air bubbles.

6° Bridge graphics over seams if needed but do not force the graphic down into the seam.

7° Once complete go back over all edges with firm pressure to make sure they are all in full contact to the surface.

8° If possible trim sharp corners to a rounded radius to help minimize edge lifting.

9° On rougher surfaces use heat and pressure to conform the graphic to the surface.

10° Do not have multiple layers of overlap on your graphic. This may result in trips, falls and injuries.

Due to the wide variability of substrates, no claims for unsuccessful applications onto or removal are accepted by Mactac.

Always test the combination of Mactac Digital Media, inks and laminating films prior to commercial use.

### **GENERAL REMARK : factors affecting adhesion**

To ensure application suitability - always test the proposed construction under actual application and end-use conditions before going into full production.

The following factors will adversely affect adhesion of a pressure-sensitive adhesive:

- Dusty, dirty, oily or oxidized surfaces
- Application below the minimum application temperature or use outside of the recommended service temperature ranges.
- Raising humidity coming from fissures or other defects of the substrate. Cutting the material along any fissure or tile can decrease this effect.

### **IMPORTANT NOTICE**

#### **DISCLAIMER**

*All Mactac statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Mactac products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>*

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