

ESM-WFRV WallFlair™ Removable Vinyl Specifications

Product Overview

WallFlair™ Removable Vinyl (ESM-WFRV) is a premium-quality, 6-mil matte calendered vinyl with a special, removable acrylic adhesive that's ideal for interior graphics applications. With its clear, ultra-removable adhesive, WallFlair can be taken down easily without leaving a messy residue.

At a Glance

Total Caliper: 6 mil
Finish: Matte
Shelf Life: 1 Year

Ink Compatibility: Eco-solvent (Eco-Sol MAX, MAX 2, EJ, TrueVIS), ECO-UV
VersaWorks Profile: ESM-WFRV
Available Sizes: 20" x 50', 30" x 100' and 54" x 100'

Applications

Wall Graphics
Indoor Signage

POP Displays
Interior Décor

Specifications

Total Caliper: 6 mil
Adhesive: Removable Adhesive (Clear)
Finish: Matte
Opacity: 96%
Whiteness: 98
Chemical Resistance: Resistant to most mild acids, alkalis, and salt solutions.

Liner: 90# Smooth
Ink Compatibility: Eco-solvent (Eco-Sol MAX, MAX 2, EJ, TrueVIS), ECO-UV
Core Diameter: 3"
Shelf Life: 1 Year
Available Sizes: 20" x 50', 30" x 100' and 54" x 100'
Flammability: Fire Retardant

Part Numbers

ESM-WFRV-50-20	20" x 50'
ESM-WFRV-100-30	30" x 100'
ESM-WFRV-100-54	54" x 100'

Printing Instructions

Printing to bleed is not recommended. To prevent the edges from lifting, a 1/8" to 1/4" border is recommended.

Application Instructions

Please refer to the WallFlair Application Instruction Sheet for best results.

Storage Conditions

ESM-WFRV WallFlair Removable Vinyl should be handled with care to prevent surface contamination that may affect the printable surface of the product. This calendered vinyl film should be processed and stored in an environment of 65° - 75° F (18° - 24° C) and 45 - 55% relative humidity (non-condensing) that is clean and relatively dust-free. It is recommended to store this product in its original packaging in a cool dry area until ready for use. If storage conditions are outside the recommended operating ranges, allow the material to acclimate to the production environment for at least 24 to 48 hours before use.

Roland Certified Media Guarantee

This product is sold for the usage of the applications stated in this document. The product is free of defects, and produces vibrant, printed graphics when used with Roland's Eco-Sol MAX & Eco-Sol MAX 2 inks.



Imagine.

WallFlair™ Installation Instructions

Follow the instructions below to ensure proper installation of WallFlair™ Removable Vinyl (ESM-WFRV) and WallFlair™ Removable Fabric (ESM-WFRF). It is important to note that WallFlair media is not intended for use on textured walls or walls painted within 30 days of installation.

Surfaces recommended for installation include:

- Non-textured, non-porous glass
- Non-textured, non-porous metal
- Non-textured, smooth wall paper
- Non-textured, smooth finished wood
- Non-textured, smooth painted matte drywall
- Non-textured, smooth gloss painted drywall

Surfaces not recommended for installation include:

- Brick
- Concrete
- Unpainted, unfinished drywall
- Exterior walls of building
- Textured wall paper
- Textured walls, such as drywall knife, egg shell, popcorn, etc.
- Car surfaces, such as doors, hoods, trunks, etc.
- Miscellaneous rough, textured or porous surfaces

Instructions for best installation results:

- Walls must be dry.
- Must wait 30 days to install on newly painted surfaces.
- Do not install using water.
- Do not use overlaminates.
- Graphic panels should not exceed 60" x 84" to ensure proper adhesion. For best results with large graphics, print the image so the width of the panel is shorter than the length.

Application Instructions:

1. Clean the wall surface thoroughly and allow it to dry completely. Chemical cleaners should be avoided.
2. Peel back a couple of inches of the liner on the top edge of the graphic and position on the wall. Use a squeegee to apply the graphic with the exposed adhesive to the wall.
3. Continue to slowly pull off the liner while applying the graphic to the wall with the squeegee. If a bubble appears, gently pull the graphic away from the wall and reapply with the squeegee.
4. Once installed, wipe the graphic with a soft, dry cloth to remove any particles that may have accumulated.