

# Metamark MDP-R

100 micron Removable Promotional Grade Vinyl



## Product Description

MDP-R has been developed for short term promotional graphics including point of sale, retail and exhibition. It is suitable for application on high energy surfaces such as steel and glass, and can be removed cleanly for up to 6 months after application, and has a removable grey adhesive giving enhanced opacity. MDP-R has a 100 micron film with bright white finish for high colour definition prints on Solvent, Eco Solvent, Latex and UV inkjet printers.

## Features & Benefits

- Removable blackout digital print media .
- For window graphics, retail, promotional and décor.
- Matched MetaGuard MG-300 Overlaminates
- Up to 4 year durability and MetaSure Warranty.
- For Solvent, Eco Solvent, Latex and UV printing.

### Face Film

Face Film	Monomeric Calendered Vinyl
Gauge (ISO 2286-3)	100 micron nominal
Tensile Strength	60N/25mm MD / 52N/25mm TD nom.
Elongation at break	180% MD nominal

### Adhesive

Type	Removable Grey solvent-based acrylic
Adhesion to glass 20 mins	4N/25mm nominal
Adhesion to glass 24 hour	6N/25mm nominal
Application temperature	+10°C to +50°C
Service temperature	-30°C to +100°C

### Release Liner

Print	'Metamark Digital Vinyl' grey print
Weight	140 gsm nominal
Type	Kraft Liner

### Finishes

Finishes Available	MDP-R-100	White Gloss
	MDP-R-101M	White Matt

### Roll Presentation

Roll Widths	0.76m / 1.37m / 1.60m
Roll Lengths	50m

### Durability

Shelf Life	1 years. (10-20°C and 50% R.H).
External weathering	4 years (Unprinted) Removable upto 6 months. Northern European conditions, vertical. Refer to full Metamark International durability guide.
Fire Rating	Self-extinguishing. The fire rating is a function of the substrate.
Chemical Resistance	Unprinted film resistant to mild acids, aliphatic solvents, salt and alkali, diesel, gasoline, paraffin, hydraulic oil, antifreeze.
Regulations	REACH and RoHS Compliant.

## Printing and Handling

- Always perform a test print first. Ensure that the correct profiles and heater settings are used. Refer to [www.metamark.co.uk](http://www.metamark.co.uk).
- Ensure that the material has reached room temperature and a relative humidity of 50% before printing.
- Do not handle the face film, ensure free from dust and static.
- Overlamination is recommended to prevent abrasion, extends colour fastness, and also offers easier handling.
- The matched laminate for MDP-R is MetaGuard MG-300 Series.

## Application

- Allow a minimum of 24-48 hours for the solvents to dry off before application of the overlaminate, or to the substrate, depending on the print and drying conditions this can often be in excess of 48 hours. Retained solvents will reduce adhesion levels.
- The user should determine suitability of substrate.
- Not recommended for use on low energy surfaces such as polypropylene.
- Suitable for wet or dry application.

## MetaSure® Warranty

Metamark (UK) Limited warrants to its customers that graphics produced using Metamark Media and Overlaminates 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 Media and Overlaminates 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. 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.

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