

www.Mactac.com

Version #14 (0217)

Approved by J. S.

## Product

IMAGin® B-free® GRUV™ GV729BFD

## Product Description

GV729BFD is a 2.7-mil **gloss** white, soft calendared PVC film designed for ink jet printing. The product is coated on one side with a **repositionable** yet quick building, **permanent**, opaque, acrylic pressure sensitive adhesive with air egress technology and supplied with a 98# polycoated liner.

GV729BFD is designed for indoor or medium-term outdoor advertising and promotion applications on flat or simple curved surfaces. Use of ColorGard™ overlaminates will extend the life of the graphic. This product is NOT intended for small cut lettering applications, small intricate or narrow graphic decals, interior drywall murals, or wet application methods for installation.

## Physical Properties

Property	Typical Values	Test Method
<b>Peel Adhesion, lb. /in. (N/25mm)</b> 180° on Glass - 15 min. - 30 min. - 24 hr.	2.9 (13) 2.9 (13) 4.7 (21)	FTM - 1
<b>Quick Tack, lb. /in<sup>2</sup> (N/25mm)</b> Glass	4.6 (20)	FTM - 9
<b>Dimensional Stability in Percent</b> 48 hours @ 158°F	max 0.4	FTM - 14 10" x 10" Sample Bonded to aluminum
<b>Temperature Ranges</b> Minimum Application:	50°F (+10°C)	
End Use:	-4° to 160°F (-20° to 70°C)	
<b>Flammability</b>	Self-extinguishing when applied on aluminum panel	
<b>Water Immersion</b> 100 hours immersed @ RT	no change	

## Shelf Life

2 year from Date of Manufacture. when stored at 60/77°F (15/25°C) and 50% relative humidity in the original package.

## Durability

The outdoor durability of the unprinted film is 7 years. Printed and laminated graphics have a durability of up to 5 years. Overlaminating of the inkjet-printed material with Permacolor® overlaminates delays color fading that may occur over time. This color fading is mainly dependent upon the inks quality (see technical data sheets given by the ink manufacturers).

## Removability

GV729BFD, when laminated, is cleanly removable for up to five years after application with heat and/or chemicals. "Clean Removability" means that when removing the emblem, the pressure sensitive film will leave less than 20% of the adhesive on the substrate.

Some substrates are affected by the application of the GV729BFD, such as acrylic glass, polycarbonate, polystyrene, nitro-cellulose paints and plasticized PVC's. Besides damaging the substrate, subsequent removal could be difficult.

## Approved Printing Processes:

<b>Screen Printing:</b>		<b>HP Indigo</b>	<input type="checkbox"/>
UV Cured	<input checked="" type="checkbox"/>	<b>Off-set</b>	<input type="checkbox"/>
Solvent	<input type="checkbox"/>	<b>Off-set UV</b>	<input type="checkbox"/>
<b>Digital: UV Inkjet</b>	<input checked="" type="checkbox"/>	<b>Thermal Transfer</b>	<input checked="" type="checkbox"/>
Eco-solvent	<input checked="" type="checkbox"/>	<b>Flexographic</b>	<input type="checkbox"/>
True solvent	<input checked="" type="checkbox"/>	<b>Laser</b>	<input type="checkbox"/>
Latex	<input checked="" type="checkbox"/>	<b>Jetrion</b>	<input type="checkbox"/>

**Note: UV cured inks typically crack when stretched, and is not appropriate for conformable applications.**

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 Distributors or can be downloaded from [www.mactac.com/graphics](http://www.mactac.com/graphics). Printer and heater settings and ICC profiles can also be downloaded from some O.E.M. or software manufacturer's websites.

## Limitations

- 1) The user is responsible for determining the product's suitability, including adhesion and if needed, removal characteristics when used in applications other than listed specifically in this Performance Guide.
- 2) If there are any questions about applications, please contact your Mactac sales representative to discuss your requirements for recommendations.
- 3) If this is a printed Performance Guide it is an uncontrolled document. Please check the Mactac website for the latest, most up-to-date version.

The ICC profiles are provided solely as a customer resource. Print environments, the individual nature of printing systems, inks and software can significantly affect output. It is the customer's responsibility to determine the suitability of any profile for use in their specific print environment.

## Marine Graphics

Marine applications have different requirements and therefore different expectations. Graphics manufactured using Mactac's B-Free vinyl products are warranted to maintain acceptable appearance for one year from date of application. Marine graphics applied under the water line and are not edge sealed, are not warranted.

## Recommendations

Always test your combination of B-free Gruv products, inks and laminating films prior to commercial use.

1. **Printing Conditions:** Print in conditioned pressroom at  $\pm 73^{\circ}\text{F}$  ( $23^{\circ}\text{C}$ ) and 50% RH. The maximum allowable ink saturation is 270%.
2. ***Printing with UV inks, inkjet and screen, will significantly reduce the stretch ability of this film and may result in cracking or lifting out of the deeper wall recesses and is not a warranty failure.***
3. **UV ink screen printing:** Use Nazdar 3500 series UV cured inks. Follow the ink manufacturers processing instructions.
4. **Drying Step:** It is critical the GV729BFD print is properly dried prior to laminating or application. While this is important in all solvent inkjet prints including with GV729BFD. We strongly recommend leaving the print *open to the air* (not rolled up in a tube) for a minimum of 24 hours prior to lamination or application. Residual solvents in the vinyl and adhesive will negatively affect the bubble free properties of the adhesive and can result in a significant build or loss in adhesion resulting in potential substrate or graphic failure and/or more residual adhesive being left behind upon removal. Additional hot air drying or IR drying will speed up the drying process and shorten the overall drying time.
5. **Laminating Conditions:** If the printed graphic is likely to be exposed to corrosive liquids, smoke, fumes, and highly polluted areas or there is a likelihood of scratching, it is highly recommended to laminate with **Permcolor® LF3600** series **RAYZor®**, **Permcolor® XL1000 HORIZon™** series (Conformable high performance), **Permcolor PermaGard®** Series High performance or **ColorGard LUV** (intermediate) overlaminating films series overlaminating films.
6. **Clear Coat Options:** Nazdar 3529 clear coat is the only clear coat approved as an alternate to RAYZor overlaminating films for long term image protection.
7. **Not recommended surfaces include, but not limited to;** rubber and plastic, aged paint (chalking) and metals (corrosion or oxidation), improperly cured paint, surfaces with poor paint-to-surface adhesion, over existing graphics that must remain upon removal, oily surfaces, unpainted wood, etc.
8. **Transportation Conditions:** To allow for easy transportation, GRUV series can be rolled up, with the image out, with a minimum diameter of 6 inches (15cm). When the image is not protected

by an overlamine, make sure the print is completely dry and protected in a plastic bag. During transportation or storage, avoid exposing them to extreme temperature and humidity changes.

- *Values given are typical and are not necessarily for use in specification.*

**CALL 1-800-321-8834 for additional product information**

**IMPORTANT NOTICE:** The information given and the recommendations made herein are based on our research and are believed to be accurate, but no guarantee of their accuracy or completeness is made. In every case, user shall determine before using any product in full scale production, or in any way, whether such product is suitable for user's intended use for their particular purpose under their own operating conditions. User assumes all risk and liability whatsoever in connection with their use of any product. The products discussed herein are sold without any warranty as to merchantability or fitness for a particular purpose, or any other warranty, express or implied. No representative of ours has any authority to waive or change the foregoing provisions, and no statement or recommendation not contained herein shall have any force of effect unless in an agreement signed by the officers of seller and manufacturer. Nothing contained herein shall be construed to imply the nonexistence of any relevant patents or to constitute a permission, inducement or recommendation to practice any invention covered by any patent without authority from the owner of the patent. The following is made in lieu of all warranties, express or implied: Seller's and manufacturer's only obligation shall be to replace or credit such quantity of the product proved to be defective at its discretion.

™ Trademark of Morgan Adhesives Company LLC  
® Registered Trademark of Morgan Adhesives Company LLC  
[www.Mactac.com](http://www.Mactac.com)

