



## Technical Data Sheet

# LUV 7036

### **PERMACOLOR**

LUV 7036 is part of the PERMACOLOR series of pressure-sensitive products which are used for mounting and protecting in the photographic and graphic industries. Pressure-sensitive PERMACOLOR provides fast, efficient processing through roll lamination techniques without the need for heat or drying.

### **PRODUCT DESCRIPTION**

#### **LUV 7036**

- is a 36  $\mu$  high gloss polyester film coated on one side with a clear solvent acrylic pressure-sensitive adhesive. The adhesive is protected by a clear polyester release liner that provides complete visual inspection of the product, easy liner removal and a distortion-free adhesive surface.
- has a high tack adhesive suitable for laminating both UV, SB and ecosolvent digital prints.
- can protect your prints against permanent damages from graffiti paints. Graffiti can easily be removed with the help of our biodegradable graffiti remover TagAway, or with common solvents (acetone, methanol, ammonium,...)
- helps retard colour fade caused by ultraviolet light exposure.
- does not influence the pH level of the substrate to which it is applied.

### **PHYSICAL PROPERTIES**

	<b><u>Typical values</u></b>	<b><u>Test method</u></b>
<b><u>Adhesive</u></b>		
Quick Tack on glass (N/25 mm)	19	FTM 9
Peel 180° on glass (N/25 mm)	14	FTM 1 (ASTM D 903-49)
- after 20 minutes	15	FTM 1 (ASTM D 903-49)
- after 24 hours		
Shear on glass (hours)	> 1000	FTM 8
1 kg - 25 mm x 25 mm		
<b><u>Release liner</u></b>		
Transparent polyester 36 $\mu$ (gr/sqm)	50	ISO 536
<b><u>Thickness</u></b>		
Film + adhesive ( $\mu$ )	66	ISO 534 (ASTM D 645)

### **HEAT RESISTANCE**

Application temperature range : + 15°C to + 40°C  
End-use temperature range : - 30°C to + 100°C

*For temperatures outside those quoted above, please consult MACtac.*

## **CHEMICAL RESISTANCE**

Resistant to water and detergents.

Also resistant to most diluted acids and alkalis.

Not affected by short contact with most of aliphatic and aromatic hydrocarbons, ketones, esters, chlorinated hydrocarbons and alcohol.

*For further technical advice, please consult MACtac.*

## **SHELF LIFE**

2 years when stored at 15 to 25°C and ± 50 % relative humidity.

## **EXPECTED DURABILITY**

The expected vertical outdoor durability of the unprocessed product in Central Europe (Zone 1) is up to 3 years. For indoor applications i.e applications not submitted to strong UV exposure and high temperature, **LUV 7036** will give satisfactory performance up to 5 years. This information is based on successful real life experience and artificial aging according to ISO4892-3.

***Note** : 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".*

## **RECOMMENDATION**

For outdoor use, care should be taken to protect the sides of the laminates in order to avoid water penetration.

Due to the increasing number of new printing methods appearing on the market, it is important for the Converter to satisfy himself about the suitability of the PERMAGARD film for the application to the printed image.

The use of flat bed laminator is not recommended to laminate UV prints as the pressure is not sufficient to avoid silvering.

## **CLEANING PROCEDURE**

Always remove the graffiti as soon as possible from the LUV 7036 to ensure the best cleaning result. We recommend to use TagAway, our biodegradable graffiti remover gel for removing all sorts of stains and tags- even the metallic ones.

Clean the surface to remove all dust particles. Apply TagAway on the graffiti with a paint brush. Let it stand for ~2- 3 min before :

- first cleaning with a soft brush or a piece of cloth and
- then rinsing with a pressurized water gun (Kärcher). The rotative brush of the pressurized water gun should not be used to clean the image.

Start again this procedure if some graffiti is left or if several layers of colours have been sprayed. For more information on our biodegradable graffiti remover, please consult the TagAway TDS.

### **IMPORTANT NOTICE**

*All MACtac products are subject to careful quality control throughout the manufacturing process and are warranted to be of merchantable quality and free from manufacturing defects.*

*Published information concerning MACtac products is based upon research which the Company believes to be reliable although such information does not constitute a warranty.*

*Because of the variety of uses of MACtac products and the continuing development of new applications, the purchaser should carefully consider the suitability and performance of the product for each intended use, and the purchaser shall assume all risks regarding such use. The seller shall not be liable for damages in excess of the purchase price of the product nor for incidental or consequential damages.*

*All specifications are subject to change without prior notice.*