

Technical Data Sheet

# LUV 3697

**IMAGin**

The IMAGin products is a series of self-adhesives especially designed for overlaminating and protecting large and medium size digital prints. The LUV range of products has specifically been designed for the protection of digital UV prints. It is however also compatible with other standard digital printing techniques like SB, ecosolvent and latex.

**PRODUCT DESCRIPTION**

LUV 3697

- is an ultra clear gloss, soft 50µm cast PVC film coated on one side with an high tack ultra-clear permanent adhesive. The adhesive is protected with an easy to remove liner.
- is suitable for internal and external applications on flat to slightly curved surfaces
- helps retards the colour fade caused by ultra-violet (U.-V.) light exposure.
- does not influence the pH level
- is recommended for the lamination of JT 5917 PUV perforated vinyl for window graphics and one-way vision advertising.

**PHYSICAL PROPERTIES**

	<u>Typical values</u>	<u>Test method</u>
<b><u>Adhesive data, 23°C</u></b>		
Quick Tack on glass (N/25 mm)	17	FTM 9
Peel 180° on glass (N/25 mm)	11	FTM 1
- after 20 minutes	12	FTM 1
- after 24 hours	<0.2%	FTM 1
Dimensional stability, 48h at 70°C on aluminium	Self-extinguishing	FTM 14
Flammability		Sample mounted on aluminium
<b><u>Release liner</u></b>		
PET liner (µm)	50	ISO 534
<b><u>Thickness</u></b>		
Film + adhesive (µm)	75	ISO 534 (ASTM D 645)

**HEAT RESISTANCE**

Application temperature range :

- On flat or curved surfaces : + 5°C to + 40°C
- On riveted or corrugated surfaces : +40°C (with hot air gun)

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

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

## **CHEMICAL RESISTANCE**

Resistant to short periods of immersion in water and short contact with detergents, alcohol and some aliphatic solvents. Not recommended for contact with ketones, esters, aromatic solvents and chlorinated hydrocarbons.

*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 4 years. This information is based on successful real life experience and artificial aging according to ISO4892-3.

Indoor exposure will increase the durability values of the laminating film.

***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".*

## **RECOMMENDATIONS**

- Where exposure to chemicals, solvents or high pressure water hoses is envisaged, it is recommended to seal the edges of the prints with varnish or silicone in order to avoid penetration of these liquids.
- Where possible, always test the proposed construction under actual application and end-use conditions because a 100% multi-purpose adhesive for all substrates does not exist.
- In order to reach the best result, it is recommended to apply IMAGin LUV 3697 (onto the image) with the help of a professional laminator with a top cylinder temperature of about 30-40°C. Please regulate the speed and the pressure in order to avoid film tension and deterioration.
- When laminating digital prints, please ensure the print is perfectly dry before.
- The use of flat bed laminator is not recommended to laminate UV prints as the pressure is not sufficient to avoid silvering.
- **JT 5917 PUV** laminated with **LUV 3697** can be rolled up to allow easy transport. The roll should have a diameter above 7 cm and the image should be facing outwards

### **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.*