

**Product Description**

myMEDIA 4520 MagicTex is a white matt PVC-free polyester fabric with a finely textured surface and a repositionable, removable, reusable special adhesive on a PE-coated paper liner. The reliable adhesive can be removed, repositioned and reused without altering or damaging the surface. The material allows easy application to walls, exhibition panels, textiles, furniture surfaces, glass or any other smooth, non-porous surface. Even application to, for example, coated paper with subsequent removal and reuse is possible. The fabric does not shrink or wrinkle and is tear resistant. Digital printing with Latex, Eco-Solvent, Solvent and UV-curable inks delivers vivid, sharp print results with brilliant colours.

**Physical Characteristics**

Material	100 % polyester fabric, PVC-free	
Thickness / Weicht	155µm	
Colour / Finish	white matt	
Adhesive	Repositionable special adhesive, removable and reusable	
Liner	PE-coated paper	
Durability	Indoor	
Application temperature	≥ -5°C	
Temperature range	-5°C to +40°C	
Adhesion after 30 min.	3 - 4 N/25 mm	ASTM 903 (Stainless Steel)
Adhesion after 24 hours	5 - 6 N/25 mm	ASTM 903 (Stainless Steel)

**Storage**

Reel storage	Storage is hanging in the original box with core stopper, which avoids pressure marks. If this is not possible, store the material upright.
Shelf life	1 year if stored in original packaging
Storage conditions	+15°C to +25°C and 50 relative humidity

**Printing Method**

Compatible inks	HP Latex, Eco-Solvent, Solvent, UVC
UV curable inks	To avoid overheating of the adhesive and a change in its tackiness, the curing setting must be observed and oversaturation of the ink must be avoided.
Drying	The digital print must be ABSOLUTELY DRY! The drying of the printed medium is strongly dependent on the amount of solvent applied (ink coverage), therefore sufficiently long drying times must be taken into account. When printing the material in a roll-to-roll process, the printed material must be unrolled and laid out flat again as quickly as possible until final drying in order to achieve the best drying results. We recommend drying the material for at least 24 hours in an unrolled state before further processing. If this is not possible, place the roll upright and very loosely wound on an air-permeable (grid) floor to ensure air circulation. Insufficient drying (solvent residues, rewetting, etc.) can lead to blocking in the rolled state and subsequently to unrolling, shrinkage and insufficient adhesion, which are not covered by the warranty. Therefore, the drying must be checked by practical methods, such as Tesa test (optimally with cross cut), grip test, abrasion test and smell test, before further processing, lamination or application.

**Substrate**

Condition	The substrate must be even, smooth, clean, dust-free, grease-free and dry.
Painted surfaces	An outgassing time of at least 30 days is recommended to prevent bubble forming. Attention must be paid to the condition of the paint. Walls must have been primed to prevent paint peeling. In the case of touch-up areas, special attention must be paid to solid substrates.
Unsuitable substrates	Porous substrates, fresh paint, repaints, insufficiently adhering putties, damaged areas, coarse stone and cement substrates.

**Removability**

Removability	Removable on suitable substrates until end of durability
Substrate and surface	The properties and conditions of the substrate are essential for the removability! The surface has to be consistent with a high cohesiveness. Certain substances could interact with each other e.g. diffusion of plasticizers, or fumigation of solvents or flowing gas. This could cause the adhesion to increase from removable self-adhesive products and impedes a residue free removal of the film. The following surfaces could be affected from the above mentioned reciprocal effects: - ABS - Acrylic Glass - Freshly painted areas and varnish - Nitro Lacquer - Polycarbonate - Polystyrene - Various PVC
Removability conditions	>= 20°C (surrounding and surface temperature)

**Processing and converting**

Converting	Cutting, die-cutting, plotting (slower speed and rounded corners are recommended)
Application method	Dry application
Application	All existing residues should be removed before application to avoid bubbling or wrinkling. Do not overstretch when reapplying to avoid wrinkling. Do not use a squeegee without felt to avoid scratching. Can also be applied by hand or with a soft cloth.

**Advantages and features**

- Repositionable, removable and reusable
- Special adhesive for a variety of substrates
- Fine, smooth surface
- Very good print result
- Brilliant colour gamut
- Very high tear resistance
- For Latex, Eco-Solvent, Solvent and UV-curable inks
- Simple application and easy removal due to the properties of the adhesive

**Applications**

- Exhibition design in museums and galleries
- Information stickers
- Exhibition rooms and showrooms
- Reusable wall graphics
- Wall wallpapers
- Trade fairs & events
- POS and displays
- Textile name badges, such as shirts and other trade fair outfits
- Labels
- Posters

**Important Notice**

Information on physical and chemical characteristics is based upon tests, practical knowledge and experience. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Because of the variety of uses and applications, the purchasers should independently determine, prior to use, the suitability of this material to their specific use and carefully consider the suitability and performance of the product. The purchaser shall assume all risks for any use and application of the material. All specifications and technical data are subject to change without prior notice, errors and omissions expected. All warranty matters are regulated by our general terms and conditions.