

**Product Description**

myMEDIA 1224 Polyvinyl QuickApply WGPGQA is a white gloss, self-adhesive, polymeric plasticized, calendered vinyl for flat and slightly curved surfaces. The film is provided with a grey permanent, solvent-based adhesive with a very good opacity which is developed for overposting applications. Please be aware that this film is not light blocking and is designed for overposting needs. The QuickApply technology offers micro channels in the adhesive to ensure a very easy, quick and bubble-free application. It can be printed excellent with Latex, Eco-Solvent, Solvent und UV-curable inks and offers a very big colour gamut.

**Physical Characteristics**

Front material	Polymeric plasticized calendered PVC film	
Thickness / Weight	75 µm	
Colour / Finish	White, gloss	
Adhesive	Solvent Acrylic with air channels, grey permanent	
Liner	Two-sided PE-coated special release paper, 140 g/m <sup>2</sup>	
Durability	Up to 5 years unprinted (vertical exposure, climate zone 1)	
Application temperature	>= +10°C	
Temperature range	-40°C to +90°C	
Adhesion after 24h	18,8 N/25 mm	Finat FTM 1 (on stainless steel)
Dimensional stability	<0,2 mm shrinkage	Finat FTM 14
Tensile strength	> 20 MPa (machine direction) > 20 MPa (cross direction)	DIN EN ISO 527
Elongation	> 160 % (machine direction) > 180 % (cross direction)	DIN EN ISO 527
Fire behaviour	Self-extinguishing	

**Storage**

Shelf life	2 years if stored in original packaging
Storage conditions	+20°C to +22°C and 50 - 55% relative humidity

**Printing Method**

Compatible inks	HP Latex, Eco-Solvent, Solvent, UV-curable
Drying	The digital print must be ABSOLUTELY DRY! We recommend to dry for at least 48 hours prior to further processing in unwounded condition. If this is not possible the roll should be dried loosely winded in upright position on an air permeable (grid) floor to ensure air circulation. Insufficient drying may result in curling, shrinkage and insufficient adhesion which excludes any warranty. Therefore the drying has to be checked with practical methods like Tesatest (optimal with cross section), grab test, abrasion test and/or smell test prior to further processing and application.

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### Processing and converting

Recommended surfaces	Flat to slightly curved, not suitable for 3D applications Substrate must be dry and free of dust and grease
Application method	Only dry application possible
Lamination	Cold lamination Roller temperature $\leq 30^{\circ}\text{C}$ , lamination without tension
Recommended laminates	myMEDIA 1200 PolyVinyl Gloss, myMEDIA 1210 PolyVinyl Matt

### Advantages and features

- Easy application due to air channel technology
- Very good opacity
- Outstanding print quality
- Very good flatness
- Excellent dimension stability
- Outdoor use up to 5 years
- Excellent price-performance ratio

### Applications

- Large sized indoor and outdoor applications
- Fleet advertisement on Trucks
- Durable company signs and applications
- Interior & exterior signs
- Shop decoration, POS
- Fairs & events
- Durable stickers
- Applications with need of overposting the substrate

### 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.