

Metamark MD-WA 'WallArt'

DécorMark Wall Covering



Product Description

Metamark 'WallArt' offers an ideal solution for printable wall coverings, including retail and leisure, exhibition and home décor applications, enhancing the opportunities available for wall décor. The textured weave finish provides an attractive appearance without lamination, and gives a highly vibrant print image, retaining greater intensity of the colours compared to traditional textile or paper based products. It has a high level of opacity, and makes for no show-through on overlap joins. The self-adhesive 150 micron PVC film with permanent MetaScape air release adhesive allows for clean, easy handling and is printable with Solvent, Eco Solvent, Latex and UV printers.

Material Handling

- Ensure that the material has reached room temperature and a relative humidity of 50% before printing.
- Do not handle the face film directly and ensure it is free from dust and static.

Printing Guidelines

- Suitable for use on Solvent, Eco Solvent, Latex and UV printers. Always perform a test print first.
- Ensure that the correct profiles and heater settings are used. Most profiles are available for download from www.metamark.co.uk.
- Allow 24 hours after printing for the ink to gain abrasion resistance.
- When printing each panel, the least colour variation will be achieved by alternating the orientation of each print. This will eliminate variance in colour across the printer width.

Application

- Please refer to our Application Guidelines Bulletin [DécorMark Application Guide](#)
- Due to the variability of walls it is vital to assess the suitability, and surface preparation needed. It is suitable for smooth walls.
- No liability is given for damage to painted surfaces as the bond between the paint and the wall is out of our control.

Face Film

Face Film	Polymeric calendered PVC
Gauge	150 micron nominal
Tensile Strength	2500psi MD / 2000psi TD nom*
Elongation at break	MD 70% / TD 130%*ASTM D882/B

Adhesive

Type	'MetaScape' permanent solvent-based acrylic with air channels.
Weight	28gsm nominal
Adhesion to glass 20 mins	17N/25mm nominal
Adhesion to glass 24 hour	22N/25mm nominal
Perceived tack	High
Application temperature	+5°C to +60°C
Service temperature	-30°C to +110°C

Finishes

Finishes Available	MD-WA-01	Artisan
	MD-WA-02	SandTex

Release Liner

Print	'MetaScape' print
Weight	140 gsm nominal
Type	Structured Layflat kraft with PE coating

Roll Presentation

Roll sizes and net weights	760mm x 30m	10kg
	1370mm x 30m	18kg
	1520mm x 30m	20kg

Durability

Shelf Life	2 years
External weathering	7 years. This refers to the unprinted vinyl when applied to a suitable substrate. It is the responsibility of the installer to determine suitability of the substrate. Refer to ink manufacturer for durability of the finished product.
Fire Rating	C-s1-d0 in accordance with BS EN 13823 (SBI): 2010 and EN 11925-2
Regulations	REACH compliant

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