

**myMEDIA 1424 Ecological Film QuickApply**
**Product Description**

myMEDIA 1424 Ecological Film QuickApply is a white, glossy, PVC-free, self-adhesive polymer polyolefin film with a special coating for use on flat and smooth substrates. It is equipped with a grey permanent adhesive on a solvent-free basis with QuickApply technology with fine air channels, which makes the film very easy, quick and bubble-free to apply and provides high opacity. The double-sided PE coating of the backing paper gives the product a high degree of stability, especially during printing. The film is ideal for printing with Latex, Eco-Solvent, Solvent and UV-curable inks and complies with the fire rating standard EN 13501-1 (under test). The product is suitable for medium-term applications up to 4 years.

**Physical Characteristics**

Front material	Polymer polyolefin with special coating, PVC-free	
Thickness / Weight	100 µm / 87 g/m <sup>2</sup>	
Colour / Finish	White, glossy	
Adhesive	Solvent-free acrylic adhesive with air channels, grey, permanent	
Liner	Double-sided PE-coated special silicone paper, 145 g/m <sup>2</sup>	
Durability	Unprinted up to 4 years (vertical exposure, climate zone 1)	
Application temperature	>= +10°C	
Temperature range	-12°C to +68°C	
Adhesion after 20 min.	14 N/25 mm	FINAT FTM 1
Dimensional stability	Max. 0,05 mm shrinkage	FINAT FTM 14
Fire behaviour	B1 (under test)	EN 13501-1

**Printing Method**

Compatible inks	HP Latex, Eco-Solvent, Solvent, UV-curable
Drying	<p>The digital print must be ABSOLUTELY DRY!</p> <p>The drying of the printed medium is strongly dependent on the amount of solvent applied (ink application), therefore sufficiently long drying times must be taken into account. When printing the material in a roll-to-roll process, the printed web 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 odour test, before further processing, lamination or application.</p>

**Storage**

Shelf life	Up to 18 months in unopened original packaging
Storage conditions	+20°C to +22°C at 50-55% relative humidity
Storage notice	After each use, the roll must be stored in its original sealed packaging.

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**Processing and converting**

Recommended surfaces	Flat and smooth surfaces. Preliminary tests are required for flat plastics, as the substrates may outgas (bubble formation) and residue-free removability is almost impossible. The substrate must be dry and free of dust and grease.
Lamination	Complete drying of the print is required before lamination. Cold lamination Roller temperature $\leq 30^{\circ}\text{C}$ , laminate stress-free
Application method	Dry application only
Recommended laminates	myMEDIA 5460 Ecological Protect Gloss myMEDIA 5461 Ecological Protect Matt

**Advantages and features**

- PVC-free film
- Solvent-free adhesive
- Lower weight leads to waste reduction
- Easy and bubble-free application thanks to air channel technology
- Excellent print quality with Latex, Eco-Solvent, Solvent, UV-curable inks
- High stability thanks to PE-coated special silicone paper on both sides
- Excellent dimensional stability
- Excellent price/performance ratio
- B1 flame-retardant according to EN 13501 (under test)
- Suitable for flat surfaces in outdoor use for up to 4 years

**Applications**

- Sustainable prints
- Large format in- and outdoor applications
- Shop window advertising
- Vehicle advertising, fixed bodies
- Company signs, information boards
- Shop decoration, POS
- Trade fairs & events
- Advertising stickers
- High-quality stickers

**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.