

**myMEDIA 1665 One Way RainbowTraffic**

**Product Description**

myMEDIA 1665 One Way RainbowTraffic is a glossy silver perforated PVC film with a hologram effect that shimmers in all the colours of the rainbow across the entire width of the roll without repeat. This turns printed graphics into unique eye-catchers indoors and outdoors compared to white window perforated films. It has a printable area of 60% and features a black backing with a transparent, removable adhesive. Designed specifically for stand-out advertising graphics on vehicles and shop windows, it can also be used on other transparent glass advertising media. The image is visible from the outside on the front, while the perforated black reverse side allows light to pass through to the inside, giving good visibility from the inside out. It can be printed excellently with Latex, Eco-Solvent, Solvent and UV-curable inks, whereby the motif has the most striking metallic shimmer when solvent inks are used. The film comes with General Type Approval (ABG) in combination with the optically clear myMEDIA 5625 Ultraclear PolyGuard laminating film. If required, labels can be ordered together with the film.

**Physical Characteristics**

Front material	PVC polyester composite film	
Perforation	1,6 mm hole size, 60% print area	
Thickness / Weight	180 µm	
Colour / Finish	Print side silver glossy, reverse side black	
Adhesive	Solvent polyacrylate, transparent, removable	
Liner	PE-coated kraft paper on both sides, 140 g	
Durability	Up to 1 year unprinted (vertical exposure, climate zone 1)	
Application temperature	>= +10°C	
Temperature range	-30°C to +60°C	
Adhesion after 24h	4 N/25 mm (average)	Finat FTM 1 (on stainless steel)
Dimensional stability	<= 1,5 mm shrinkage	Finat FTM 14
ABG	D 5764 (laminated with myMEDIA 5625 Ultraclear PolyGuard)	

**Storage**

Shelf life	1,5 years if stored in original packaging
Storage conditions	+18°C to +25°C at 50 - 55% relative humidity
Storage notice	Remove the roll from the printer after each use and store in the original sealed packaging.

**Removability**

Removability period	Up to 6 months
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: <ul style="list-style-type: none"> <li>- ABS</li> <li>- Acrylic Glass</li> <li>- Freshly painted areas and varnish</li> <li>- Nitro Lacquer</li> <li>- Polycarbonate</li> <li>- Polystyrene</li> <li>- Various PVC</li> </ul>
Removability conditions	>= 20°C (surrounding AND surface temperature)

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**Printing Method**

Compatible inks	Latex, Eco-Solvent, Solvent, UV- curable
Drying	The digital print must be ABSOLUTELY DRY! 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.

**Processing and converting**

Recommended surfaces	Flat surfaces, not suitable for 3D applications Substrate must be dry and free of dust and grease
Application method	Dry application only
Edge protection	To ensure outdoor durability, the edges must be protected with a laminate strip to prevent liquids from penetrating and protect against mechanical damage.
Lamination	Before lamination, the print must be completely dry. Cold lamination. Roller temperature <= 30°C, lamination without tension
Recommended laminates	myMEDIA 5625 Ultraclear PolyGuard

**Cleaning**

High pressure cleaning	High pressure cleaning equipment are not recommended for cleaning. The Edges could lift up and/or an existing overlamine could crack in the hole areas.
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**Notice for One Way Vision foils**

Follow the detailed instructions on processing, pre-cleaning, application, use on vehicles, cleaning and care in the technical instructions TB 1.16 Notes on myMEDIA One Way Vision films.

### Advantages and features

- Comes with General Type Approval (ABG)
- The first perforated hologram foil in silver
- Shimmers in all colours of the rainbow
- Special metallic effect with (eco-)solvent inks
- Whole roll width without pattern repeat
- Clear see-through and no dirty holes with UV-curable inks
- Extraordinary print quality with rainbow effect
- Outstanding dimensional stability
- Suitable for outdoor use up to 1 year
- Removability up to 6 months
- Excellent price-performance ratio
- For Latex, Eco-Solvent, Solvent and UV-curable inks

### Applications

- Vehicle advertising
- Public transport
- Indoor and outdoor applications
- Shop windows
- Glass walls in buildings
- Glass facades
- Architectural applications
- Transparent glass advertising media

### 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.