



Gerber Holographix™ Prismatic Vinyl

DESCRIPTION.....	1
INTENDED APPLICATIONS.....	1
APPLICATION TECHNIQUES.....	1
SUBSTRATE PREPARATION.....	2
PRINTING.....	2
CUTTING.....	2
PROTECTING GRAPHICS.....	2
SHELF LIFE AND STORAGE.....	2
MAINTENANCE.....	3
PHYSICAL PROPERTIES.....	3
RELATED LITERATURE.....	3

DESCRIPTION

Gerber Holographix is a 3.7 mil, light-diffracting, metallized, vinyl film that has been coated with a permanent, pressure-sensitive acrylic adhesive. Gerber Holographix has been designed for use with Gerber Digital Color Printing Systems, and GerberColor™ Foils. The material can also be used as a cut film. The clear adhesive system allows for reverse-cut applications.

Patterns available are Mosaic, Silver Sheen, Kaleidoscope, and Water Drop.

INTENDED APPLICATIONS

The four patterns of Gerber Holographix are ideally suited for interior applications requiring attractive, light-defracting labels with a metallic luster. Potential uses include novelty decals, point-of-purchase displays, and ad specialty items.

The individual holographic patterns repeat in the machine and transverse directions. Seams will therefore be evident at varying points on the vinyl.

This film is not recommended for use on corrugated or highly irregular surfaces. It is also not intended for applications where petrochemical contact may occur. If petrochemical exposure is anticipated, refer to the section below on protecting graphics. The user should determine the suitability of all substrates prior to application.

APPLICATION TECHNIQUES

Dry application methods should be used with Gerber Holographix and panels can be butted or overlapped. The minimum application temperature is 50° F (10° C).

Extended exposure to U.V. light may cause the film pattern to distort or fade.

Gerber standard tack application tape is required for all graphics produced with Gerber Digital Color Printing Systems. Printed graphics should be allowed to cure for 15 minutes prior to application of transfer tape.

SUBSTRATE PREPARATION

Before applying your graphic, wash the surface of your substrate with warm water and detergent. Do not use soaps or other cleaners with lotions or creams as they will leave a residue. Thoroughly rinse the surface and allow it to completely dry.

Saturate a clean paper towel with a solvent-based cleaner and wipe the substrate surface. Be certain to follow all manufacturer safety guidelines when using any solvent. Dry the surface with a lint-free paper towel before the solvent evaporates.

If applying to glass, solvent wipe the surface with a 2 to 1 mixture of water and isopropyl alcohol. Glass temperatures can vary across the surface. These temperature variations can produce stresses which may cause the glass to break. Use caution when applying to glass.

Some polycarbonate substrates may weaken when certain vinyl films are applied to them.

Because of this possibility, the user will need to determine if safety items such as helmets, safety shields, and some windshields are compatible with their vinyl's adhesive.

Many paint systems (e.g. two-part urethane) and some polycarbonate substrates will outgas if they are not fully cured. Outgassing can cause permanent bubbling in most films; substrates should be tested for outgassing prior to final application.

PRINTING

If your software material selection palette does not have Gerber Holographix, use Scotchcal™ Series 220 or Gerber Series 220 normal print settings.

GerberColor Spot (GCS) Series, GerberColor Process (GCP) SUPER CMYK™ Series, GerberColor Medal (GCM) Series and GerberColor Transparent (GCT) Series Foils can be used to print onto Gerber Holographix.

CUTTING

Gerber Holographix can be cut on any 15" Gerber compatible plotter. A 30°

SuperSharp blade is recommended. Plotters can be set to full speed.

A test cut should be performed by the user to determine the proper tool force setting.

PROTECTING GRAPHICS

Gerber Scientific Products, Inc. offers two products that are designed to protect vinyl and printed graphics.

Gerber Guard™ is a durable, dimensionally stable, glossy vinyl overlamine. This film has a petrochemical-resistant construction and is intended to be used when markings may be exposed to petrochemical spillage and/or severe handling conditions.

Abrasion Guard SPF™ is a clear, top-coat GerberColor Foil designed to protect graphics from moderate contact or handling and from moderate UV exposure.

SHELF LIFE AND STORAGE

Apply film within one year of receipt. Printed graphics should also be applied within one year.

Film and printed graphics (with or without premask) should be kept in a clean area free from excessive moisture and direct sunlight. Maintain temperature at less than 70°F (21°C) and 50% RH.

Use a paper interleaf between printed materials that are rolled or stacked. Do not store printed graphics face to face.

MAINTENANCE

To clean printed graphics, use a mild, non-abrasive soap with a soft cloth or sponge. Avoid using alcohol-based cleansers or soaps containing grit or abrasives

PHYSICAL PROPERTIES

Thickness	3.6 to 3.7 mil with adhesive
Film Color	Metallized holographic patterns
Adhesive	Acrylic
Adhesive Color	Clear
Liner	Poly coated, layflat
Dimensional Stability	.75
Application Temp	50°F (10°C)
Operating Temperature	-40°F to 176°F (-40°C to 80° C)

RELATED LITERATURE

GerberColor Spot (GCS) Series, GerberColor Process (GCP) SUPER CMYK Series, GerberColor Medal (GCM) Series, GerberColor Transparent (GCT) Series, and Gerber Guard, and Abrasion Guard SPF (GerberColor Finishing GCF) Product Bulletins.

For help with questions concerning Gerber products, please call your distributor or Gerber Customer Service at 1-800-222-7446 or (860) 644-1551. You can also find additional information on our web site at www.gspinc.com.

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