landor phototex
landor liquid lamination

Technical Bulletin

This US Patented Adhesive Fabric Media: **Phototex & Phototex (S)** is compatible with pigment, water based, solvent, eco-solvent, latex, and UV- inks. (See below for specific compatibility with inks) Phototex gives you vivid, sharp print results with brilliant colors! The Adhesive is Re-movable, Re-usable and Re- positional. Phototex's characteristics separate itself from all other products on the market using vinyl or similar fabrics. We stick to virtually any painted surface (in all weather and room temperature changes) and can be easily removed with a 99% guarantee the surface will be residue free. The material does not rip or wrinkle and is not required to be removed over a certain period of time. Results will vary on stucco and eggshell painted surfaces (use our *EX/EXS/OPA or OPAS versions for best results).

Not recommended for brick, non-painted cement surfaces, or heavy painted spackled wall board (*EX/EXS version may work in certain cases). **Make sure you allow 30-days on newly painted surfaces for out-gassing (to prevent bubbling or failure) and all walls MUST have been primed (to prevent issues)**. Also, always check the cure setting on UV and UV curable printers to avoid over heating the adhesive and altering its tack. Do not oversaturate UV inks and in certain cases you may need to leave a small boarder – again, only UV inks and more important UV Curable should be tested in house first. See disclaimer at www.phototex.com

Usability

- Pigment, water based/aqueous, solvent, eco-solvent, latex and UV inks
- Kiss/Die cutting (slower speed, rounded corners & 60-degree carbide or high-grade knife to prevent fraying)
- Liquid or spray protective coatings for outdoor use in most cases and if wanting to clean/wipe

Fire rating: All Phototex is Class I or A: ESTM 84, NFPA 101, 500 and international code 803.1.1 fire rated

Indoor & Outdoor use for

• Walls & Wallpapering	• Political Campaigns & Promotions	• Doors, even vehicle doors
• Windows	• Custom Cutouts – Sports, Logo's	• Retail Promotions & Conventions

Characteristics

Material	Polyester
Thickness with backing All of the backers are All of the weight of the materials is all the material is	.012 100gsm. 240gsm. Thickness of 280mic.
Print side	Inkjet coating with adhesive on back side / .006
Back side	Paper liner that peels off prior to application / .006

Ink Limit (according to profiles)
Pigment/Water: - indoor or outdoor
Dye based inks: - mixed results use pigment/water base version
Solvent inks: - (S) series – indoor or outdoor – liquid laminate for outdoor longevity Eco-solvent
- indoor and outdoor - needs liquid or spray lamination for outdoor.
Latex inks: - - indoor and outdoor – recommend water base version for outdoors, still may want to liquid laminate for outdoor longevity
UV-UV curable inks: - indoor and outdoor use (do not over saturate if bleeding as in rare cases curling can occur due to printing very heavy solids). May need to add a border. Also, curing during printing can weaken adhesive. So, make sure you test in-house first. Phototex will not replace rolls under these instances. We are happy to send a free sample roll for testing in advance.

Outdoor Use: 6-12 months weather proof/fading, if you print with pigment inks, water based and UV
1-12 months weather proof warranty, if you print with solvent or latex inks – all results may vary by region and therefore we recommend liquid *laminating or clear coating.
*Do not use outdoors with Eco-solvent inks unless you *liquid or clear coat. Latex inks last longer using are water base*
Indoor Use: We have had Phototex hanging without any issues concerning curling or shrink indoors for 10+ years using all inks.
**We have seen a good one year + when Phototex is liquid laminated or clear coated outdoors.

Compatibility and more

> We have had success with all inkjet format printers and good results with grand format flatbed printers.
> Dye inks vary, Try fixation parameters of 350° F / 40 seconds dwell / 40 psi.
> Works with offset (lithographic) presses in sheet form. – Photo Tex (Aqueous)
> Works with DI press (Indigo, Nexpress, Igen). Sheets in stock up to 13"x19" (S) Version is more scratch resident.
> Photo Tex is environmentally safe and bio-degradable over time, No PVC and nontoxic.
> There is no Glycol-Ether or Formaldehyde in the adhesive and no Detrimental concerns of Phthalates.
> (EX) series is a 50% stronger adhesive and not recommended to be tested fisrt. No warranty applies.

OPAQUE

This US Patented Adhesive Fabric Media **(Phototex OPA & Phototex OPAS)** is 95% block-out media with a bright white coating that is compatible with pigment, water based, solvent, eco-solvent, latex, and UV- inks. (See below for specific compatibility with inks) Phototex OPAQUE/BLOCK-OUT gives you vivid, sharp print results with brilliant colors! The Adhesive is Re-movable, Re-usable and Re-positional. Phototex's characteristics separate itself from all other products on the market when compared to vinyl or similar fabrics. It sticks to virtually any painted surface. The Opaque version is great for overlapping/paneling and hiding marked or bright colored walls (especially in the non-printed surfaces) The material does not rip or wrinkle and is not required to be removed over a certain period of time. Results will vary on stucco and eggshell painted surfaces (use our non-opaque Phototex EX/EXS High Tack version on these surfaces).

Usability

- All inkjet printers (check which version OPA or OPAS) based on your ink.
- Suitable for most large format thermal and ink-jet printers.
- Suitable for kiss/die cutting (use 60-degree carbide or high-grade knife to prevent fraying)
- Liquid or spray protective coatings for cleaning or *outdoor use in certain cases.

Indoor & Outdoor use for

• All Walls / Wallpaper /POP	• Political Campaigns and Promotions
• * Windows (see temperature requirements)	• Custom Cutouts – Sports, Logo's
• Wall Paper, Home or Office	• Advertising & Marketing

OPA/OPAS- Characteristics

Material	Polyester
Thickness with backing	.013
Total Weight	305gsm.
W/out Liner	170gsm.
Just the Liner	135gsm
Print side	Inkjet coating with adhesive on back side / .007
Back side	Paper Liner that peels off / .006

Ink Limit (according to profiles) (OPA water-Base, OPAS solvent base coating)

OPA - Pigment/Water: indoor or *outdoor
OPA - Latex inks: indoor and *outdoor - liquid laminate for outdoor longevity
OPAS- Solvent inks: (S) series – indoor or *outdoor – liquid laminate for outdoor longevity
OPAS- Eco-solvent: indoor and *outdoor - needs liquid or spray lamination for outdoor.
OPA or OPAS: Dye based inks: - mixed results try using pigment/water base version
OPA or OPAS: UV-UV curable inks: - indoor and outdoor use (do not over saturate if bleeding as in rare cases curling can occur due to printing very heavy solids). May need to add a border. Also, overheating during printing can weaken adhesive. So, make sure you test in-house first. Phototex will not replace rolls under these instances. We are happy to send a free sample roll for testing in advance.

NOTE: We cannot guarantee clean removal on glass, vinyl or metal surfaces as the opaque coating can leave an opaque residue, We recommend the standard Phototex version for these surfaces!

Compatibility and more

- ✓ We have had success with all inkjet format printers and good results with grand format flatbed printers.
- ✓ Dye inks vary, Try fixation parameters of 350° F / 40 seconds dwell / 40 psi. mixed results
- ✓ Photo Tex is environmentally safe and bio-degradable over time, No PVC and nontoxic.
- ✓ There is no Glycol-Ether or Formaldehyde in the adhesive and no Detrimental concerns of Phthalates.
- ✓ Not recommended for brick, non-painted cement surfaces, or heavy painted spackled wall board (EX/EXS high tack may also work in these cases). Phototex EX is water base and the EXS is solvent base coating.
- ✓ Make sure you allow 40-days on newly painted surfaces for out-gassing. Otherwise bubbles may develop.
- ✓ Always check the heat setting on UV and UV curable printers to avoid over heating the adhesive and altering its tack. Do not oversaturate using UV inks to prevent curling – again, only if using UV inks is this test needed.
- ✓ (EX) series is a 50% stronger adhesive and should be tested. No warranty applies

See disclaimer at www.phototex.co.uk