



PERFORMANCE GUIDE

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Version #2 (1011)

Approved by J. S.

Permacolor®

**PRODUCT: PG7000 Series,
Gloss, Matte and Lustre Overlaminates**

PERMACOLOR®

The **Permacolor** system is a series of pressure sensitive products for mounting and overlaminating in the imaging industries. Pressure sensitive **Permacolor** provides fast, efficient processing through cold roll lamination techniques without the need for heat, drying or messy coating operations.

PRODUCT DESCRIPTION

The **PG7000 Series overlaminating films** are a family of **promotional** pressure sensitive adhesive coated, clear overlaminating films that are available in a variety of surface finishes. These films can be laminated to digital images including solvent- and eco-solvent inkjet, and water-based inkjet prints to impart protection from abrasion, moisture and other potentially damaging effects in both indoor and outdoor environments. These overlaminating films are coated on one side with a clear acrylic pressure sensitive adhesive with an easily removed 40# liner.

PG7000 is the **Gloss** vinyl film.
PG7200 is the **Matte** vinyl film.
PG7300 is the **Lustre** vinyl film.

PHYSICAL PROPERTIES

TYPICAL VALUES*

TEST METHOD

Thickness , inches (µm)			ASTM D645
Film plus adhesive	0.0040	(101)	
Total product	0.0055	(139)	
Quick Tack , lb./in. ² (N/25 mm)	1.5	(6.5)	MACTac CTM-25
Stainless Steel			
Peel Adhesion , lb./inch (N/25 mm)			PSTC - 1
Stainless Steel - 30 minutes	2.5	(11)	
- 24 hours	2.8	(12.25)	
Dimensional Stability (Shrinkage) , inches (mm)			MACTac CTM-21
48 hours @ 158°F (70°C) bonded to aluminum			(Method D)
MD	0.02	(0.5)	
CD	0.02	(0.5)	
Gloss (60° angle) -			ASTM D-523
Gloss	88		
Lustre	50		
Matte	8		

Temperature Range Guidelines

Application: Above 45°F (16°C) for best results.
 End Use: -20° to 150°F (-28° to 66°C)

Adhesive pH

Neutral

TAPPI -529

DURABILITY:

The durability of the film is 2 years outdoors and 3+ years indoors. The durability of the image is mainly dependent upon the quality of the inks (see technical data sheets given by the ink manufacturers) and pressure sensitive media being used.

GENERAL COMMENTS

- ⇒ Where exposure to moisture, chemicals, solvents or high pressure wash is anticipated, MACtac recommends sealing the edges with varnish, silicone or other sealant to prevent penetration by these liquids.
 - ⇒ Overlaminates should not be applied onto dusty or dirty prints.
 - ⇒ The mounting board must be properly prepared prior to mounting the image. This may include wiping with alcohol, light sanding or surface sealing depending on the board. Contact your board supplier for their recommendation.
 - ⇒ MACtac's pressure sensitive mounting films are intended for "Cold Roll Lamination" (40°F - 104°F). The addition of heat while simultaneous mounting with Thermal Overlaminates may result in curl or have other detrimental effects on the finished product.
 - ⇒ Whenever possible, always test first to ensure end-use capability.
- 1) **The user is responsible for determining the product's suitability, including adhesion and if needed, removal characteristics when used in applications other than listed specifically in this Performance Guide.**
 - 2) **If there are any questions about applications, please contact your MACtac sales representative to discuss your requirements for recommendations.**
 - 3) **If this is a printed Performance Guide it is an uncontrolled document. Please check the MACtac website for the latest, most up-to-date version.**

SHELF LIFE

Two years when stored at 75°F (24°C) and 50% relative humidity or less. Note: MACtac recommends that rolls be stored on end or suspended from the core.

** Values given are typical and are not necessarily for use in specification.*

**Remove the 'PermaGard' reference.

CALL 1-800-401-5005 for additional product information

IMPORTANT NOTICE: The information given and the recommendations made herein are based on our research and are believed to be accurate, but no guarantee of their accuracy or completeness is made. In every case, user shall determine before using any product in full scale production, or in any way, whether such product is suitable for user's intended use for their particular purpose under their own operating conditions. User assumes all risk and liability whatsoever in connection with their use of any product. The products discussed herein are sold without any warranty as to merchantability or fitness for a particular purpose, or any other warranty, express or implied. No representative of ours has any authority to waive or change the foregoing provisions, and no statement or recommendation not contained herein shall have any force of effect unless in an agreement signed by the officers of seller and manufacturer. Nothing contained herein shall be construed to imply the nonexistence of any relevant patents or to constitute a permission, inducement or recommendation to practice any invention covered by any patent without authority from the owner of the patent. The following is made in lieu of all warranties, express or implied: Seller's and manufacturers' only obligation shall be to replace or credit such quantity of the product proved to be defective at its discretion.

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