Metamark 7 Series

High Performance Calendered Sign Vinyl

METAMARK
The Materials Company

Product Description

Metamark 7 Series is a high performance calendered vinyl developed for computer-cut graphics for vehicles, window decals, and long term applications onto flat or slightly curved surfaces. The soft handle 70 micron face film offers ease of weeding, while the high grade solvent based adhesive allows wet application and clean removal. Exterior durability is 8 years for black and white, 7 years for colours and 5 years for metallic colours. M7-100 White Gloss and M7-101M White Matt have a blue contrast liner.

Typical Applications

- The range offers excellent cutting and weeding characteristics, and exterior durability of up to 8 years making it ideal for use on external applications including vehicle graphics and exterior sign applications.

Application Guidelines

- May be applied with a wet or dry application.
- Apply unstressed, in particular to curves and recesses. It is not suitable for application over rivets or complex recesses.
- Not recommended for use on low energy surfaces such as polypropylene. The user should determine suitability of all substrates – refer to www.metamark.co.uk/ technical for advice on application surfaces.

Face Film

Face Film:	Polymeric calendered PVC
Gauge:	70 micron nominal
Tensile Strength	47N/25mm MD / 43N/25mm TD
Elongation at break	180% MD nominal
Shrinkage	-0.5% MD max / -0.2% TD max

Adhesive

Type	Permanent solvent-based acrylic
Weight	22gsm nominal
Adhesion to glass 20 mins	15N/25mm nominal
Adhesion to glass 24 hour	20N/25mm nominal
Perceived tack	Medium
Shear strength	Medium to high
Application temperature	+5°C to +60°C
Service temperature	-30°C to +110°C

Release Liner

Type	Kraft paper
Printed	Metamark 7 Series in Purple print
Gauge	145 mym nominal
Weight	140 gsm nominal

Finishes

Finishes Available	87 gloss and 3 matt

Durability

Shelf Life	2 years
External weathering	8 years for black and white, 7 years for colours and 5 years for metallics; in vertical exposure under northern European conditions.
Fire Rating	Class B. BS EN 13501-1:2007
Chemical Resistance	Resistant to mineral oils, fats and fuels, aliphatic solvents, mild acids, salt and alkali for e.g. diesel oil, gasoline, paraffin, hydraulic oil, antifreeze, soap suds etc.

Warranty: Metamark (UK) Limited warrants to its customers that completed decorative markings which utilise Metamark SignVinyl will remain in good condition without excessive fading or colour degradation for the specified life time of each material when correctly stored and applied in accordance with procedures outlined in the technical literature. If within the specified years of normal use Metamark SignVinyl becomes ineffective for its intended use, then Metamark will provide sufficient material to produce a new replacement marking, and will also, at its own discretion, contribute an allowance towards the costs involved in replacing the graphics. **Please Note:** The above data is given in good faith to provide an indication of the performance of the product. Purchasers should consider the suitability of each product for its intended use and the purchaser assumes all risks in connection with such use. Seller shall not be liable for damages in excess of the purchase price of the product nor for incidental nor consequential loss.

Metamark 7 Series

Pantone® and CMYK Colour Values

			Nearest Pantone®	Approximate CMYK Values			
				C	M	Y	K
	M7-130	Lemon	Yellow C	0	7	100	0
	M7-136	Bright Yellow	123C	0	20	100	0
	M7-131	Sunflower	7409C	0	27	100	0
	M7-132	Medium Yellow	7409C	0	36	100	0
	M7-137	Melon	715C	0	50	100	0
	M7-135	Apricot	7413C	0	55	97	0
	M7-134	Marigold	166C	0	65	97	0
	M7-138	Saffron	158C	0	64	98	0
	M7-139	Pumpkin	166C	0	74	99	0
	M7-133	Orange	165C	0	74	97	0
	M7-112	Tangerine Or	ange 021C	0	81	94	0
	M7-113	Burnt Orange	7597C	0	87	94	0
	M7-140	Poppy	7626C	0	92	96	0
	M7-144	Medium Red	485C	0	95	98	0
	M7-141	Flame Red	2347C	1	99	100	0
	M7-142	Tomato	1795C	1	100	100	0
	M7-146	Ruby	2035C	1	100	100	0
	M7-147	Rose	186C	0	100	97	0
	M7-149	Crimson	185C	0	100	98	0
	M7-143	Cherry	2035C	7	100	100	1
	M7-148	Deep Red	200C	8	100	100	2
	M7-114	Maroon	202C	22	100	100	18
	M7-145	Burgundy	1817C	29	100	87	37
	M7-159	Sky Blue	2985C	69	0	8	0
	M7-177	Eggshell	283C	65	4	7	0
	M7-115	Cornflour	279C	81	7	3	0
	M7-150	Pale Blue	2915C	98	5	9	0
	M7-151	Olympic	2925C	99	31	2	0
	M7-152	Ocean	3005C	100	44	4	0
	M7-153	Marina	293C	100	69	4	0
	M7-154	Mid Blue	286C	100	80	15	3
	M7-116	Admiral	541C	100	82	25	14
	M7-117	Oxford	2748C	100	88	24	18
	M7-155	Ultramarine	2747C	100	88	23	16
	M7-118	Reflex Blue	Reflex Blue	100	87	18	10
	M7-119	Prussian	2767C	100	88	34	42
	M7-185	Dark Navy	2767C	95	80	50	66
	M7-157	Midnight	296C	87	77	56	73
	M7-156	Navy	2756C	100	90	33	47
	M7-178	Viking	2738C	100	94	18	18
	M7-158	Bright Blue	2736C	100	82	0	0
	M7-180	Lilac	2577C	40	63	0	0
	M7-186	Lavender	668C	67	74	11	1
	M7-183	Violet	269C	82	98	4	1
	M7-187	Dark Violet	2112C	100	98	21	11

Colour Matching Notes:

These colour cross references are only intended as a guide to reproducing the Metamark colours. The above are only to be interpreted as to the nearest Pantone® reference and not intended as a direct match, and are based on the spot colour derivation of the Pantone® Reproducing the colour using the above cmyk references is dependent on the variability of the output device and inks, and the available colour gamut from the device. For example, certain oranges and greens are outside the colour gamut of a 4 colour printer. To achieve the correct colour always proof the final output colour and adjust the input file to compensate for variations.

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				C	M	Y	K
	M7-184	Mauve	7658C	59	100	35	25
	M7-188	Aquamarine	333C		83	40	0
	M7-166	Turquoise	3272C	100	12	47	1
	M7-165	Teal	7714C		1	42	7
	M7-167	Poseidon	3155C	100	54	43	23
	M7-168	Deep Lagoon	2217C	100	67	47	42
	M7-173	Traffic	5		53	78	70
	M7-164	Forest	7484C	100	43	89	53
	M7-169	Hunter	3298C		1	98	28
	M7-162	Emerald	3405C		100 17	90	6
	M7-163	Mid Green	341C		1	98	18
	M7-197	Grasshopper	354C	100	7	100	1
	M7-161	Grass	2424C	100	1	100	1
	M7-198	Nature	2291C	45	1	100	0
	M7-160	Lime	2285C	74	0	100	0
	M7-199	Apple	369C	89	9	100	2
	M7-171	Brown	4625C	43	74	85	56
	M7-174	Burnt Sienna	725C	29	77	99	24
	M7-175	Shortbread	7401C	0	14	41	0
	M7-176	Ivory	7500C		6 11	31	0
	M7-172	Almond	468 C		14	25	0
	M7-179	Peach Blossom	489C	1	25	19	0
	M7-181	Pink	210C	0	59	2	0
	M7-182	Magenta	220C	2	99	43	0
	M7-105	Clear	N/A			N/A	
	M7-101M	White Matt	N/A			N/A	
	M7-100	White Gloss	N/A			N/A	
	M7-122	Pale Grey	427C	23	18	18	0
	M7-121	Light Grey	422C	4	31	33	1
	M7-123	Medium Grey	414C	47	35	42	2
	M7-120	Pewter	430C	59	41	40	40
	M7-127	Ash Grey	Cool Grey 9C	59	41	40	7
	M7-124	Dark Grey	Cool Grey 10C		66 0	54	24
	M7-125	Nimbus Grey	445C	70	58	58	40
	M7-128	Shadow	42 8		58	58	42
	M7-126	Storm Grey	426C	7	63	66	65
	M7-111M	Black Matt	Black U	75	69	63	73
	M7-110	Black Gloss	Black 2C	75	68	66	88
	M7-194	Steel	2332C	60	51	53	20
	M7-195	Aluminium	Cool Grey 6C	55	44	43	8
	M7-190	Silver	Cool Grey 6C	56	44	44	9
	M7-193M	Gunmetal	Cool Grey 9C	64	55	56	31
	M7-192	Charcoal	Cool Grey 10C	67	58	59	40
	M7-196	Graphite	447C	70	60	64	52
	M7-191	Gold	7557C	39	51	89	20

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