

Water Trend BlueBack

EMBLEM Water Trend BlueBack is a matt, white, wet-strength paper for indoor and outdoor poster applications that can be printed with water-based pigment inks and has good folding properties. The blue reverse side covers underneath prints well. Typical applications are posters and billboards.

Matchcode:	WATBB
Material:	wet-strength paper with blue backing
Finish:	matt
Colour:	white
Weight:	130 g/m ²
Opacity:	>98 % after soaking
Wet expansion:	<3 % after soaking
Standard roll width:	914 / 1067 / 1372 mm
Standard roll length:	50 m, further lengths on request
Core diameter:	51 mm (2"), 76 mm on request
Storage:	cool and dry at 15°C - 25°C, 50% rel. humidity
Shelf life:	24 month in original boxes

COMPATIBLE INKS:

Dye:	no	Latex:	yes
Pigment:	yes		

Different printers, inks, resolutions and printing qualities result into numerous different printing parameters. In addition, there are numerous factors influencing processing and the application of our materials. For this reason, we cannot make specific statements as to drying times and maximum ink absorption. For this reason, we recommend you to perform own tests in order to verify the desired results. Our product specifications are not to be understood as legally binding guarantees assuring specific characteristics. Any liabilities and guarantees, as well as claims for compensation beyond the value of the product itself are excluded.

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Description:

EMBLEM Water Trend BlueBack is a matte, white, wet-strength paper for indoor and outdoor poster applications. The paper is suitable for printing in current printers with pigment and latex inks as well as PageWide printers. The blue backing has been developed to provide optimum coverage of underlying posters and to give excellent grip on existing paper layers (anti-stripability).

The special formulation of the coating results in fast ink drying, which allows for short-term finishing. Furthermore, prints with pigmented inks achieve high water resistance and nearly no fold breakage during finishing. In a practical test performed by the Swiss APG, the paper was rated as suitable.

EMBLEM Water Trend BlueBack is characterized by good weather resistance in the Central European climate and is intended for outdoor poster applications for posting cycles of 10 to 30 days.

From an ecological point of view, as a pure paper product, WATBB is very environmentally friendly, it is free of plastics and FSC® (FSC-C119162) certified.

Processing:

Processing is optimally carried out at a humidity of 35-65 % and a temperature between 10 °C and 30 °C. For poster applications, we recommend coating the substrate with glue (e.g. Henkel UST 2500N Zellura) and not the poster for optimum adhesion. The adhesive used must not contain glycols or other solvents.

The use of the paper on other printers, the use of other glues or the use of other techniques for gluing the posters may cause problems such as smearing or transfer of inks after folding or detachment of the prints.

Application:

Typical application are posters and billboards.

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Procedure for assembly of this special inkjet poster paper

Reports of experienced users have shown that this special inkjet poster paper is best assembled as follows:

1. Print the paper with printers and inks as indicated in the actual datasheets.
2. Store the prints 10-12 hours open to optimise the best efforts of water-resistance.
3. Soak the prints in water for max. 15 minutes.
4. Wait for minimum of 24 hours to maximum 72 hours with the print in slightly wet storage, e.g. in a closed box. This is necessary for a maximum saturation of the paper. Do not soak the prints with glue!
5. To optimise the bonding, we recommend to use special glue for outside areas (e.g. Henkel UST 2500N Zellura or Bacoplak Bacocell) Put the glue to the underground not to the print. The glue has to be free of glycole and solvent.
6. If it is necessary to overlap prints, e.g. on 18/1 walls, it is useful to use on the overlapping part more glue to achieve a better contact. Also if you post a single print, it is required to get enough glue to the position of edges and sides of the print on the underground.

If possible, the time of gluing has to be planned to avoid direct solar radiation, which could cause that the print dries to quick, stripes from the underground and rolls itself up.

When gluing, shrinkage in the longitudinal and transverse directions must be taken into account.

DO NOT compare this special inkjet paper with normal poster papers to be used on other printing technologies. This inkjet paper has a different characteristic during the gluing process. Please notify your processor who will glue on this product in your own interest to get the optimal result.