

## Water Magic Grip

EMBLEM Water Magic Grip is based on a white polypropylene film with very high opacity. Thanks to the micro suction technology on the back, the film adheres to smooth surfaces. The film is easy to apply and removable without leaving any residue. Typical applications are short-term indoor promotions.

Matchcode:	<b>WAMAGRI</b>
Material:	coated, high opacity polypropylene film
Finish:	matt
Colour:	white
Thickness:	180 $\mu$ m (without liner)
Opacity:	~99 %
Liner:	PP film, 80 $\mu$ m
Application temperature:	min. + 10° C
Standard roll width:	914 / 1067 mm
Standard roll length:	30 m
Durability:	short term indoor application (up to 6 months with low solar radiation)
Storage:	cool and dry environment, at 15-25 °C, 50 % rel. humidity
Shelf life:	12 month in original boxes

### COMPATIBLE INKS:

Dye:	no	Latex:	no
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.

## Water Magic Grip

### Description:

EMBLEM Water Magic Grip is based on a white polypropylene film with a matt coating that can be printed with common water-based pigment inks. Due to its high opacity, WAMAGRI does not have any problems with disturbing backlighting. Thanks to its innovative suction technology, the EMBLEM Water Magic Grip adheres to smooth surfaces. It can be easily attached, repositioned and removed without leaving any residue. The polypropylene-based backing material ensures excellent flatness of the printed film and enables smooth further processing.

### Processing:

The film only adheres to smooth, flat or cylindrical surfaces such as window glass. The surface to be covered must be thoroughly cleaned of dirt, dust, grease, etc. A compatibility test between film and substrate is recommended. If the adhesive surface is soiled by dust, it can be carefully cleaned with clear water. For bubble-free adhesion, the substrate can be sprayed with a little clear water. This must then be carefully squeegeed out. When applying, the liner can be placed between the print and the squeegee to protect the print.

Optionally, the material can also be laminated. It is important to ensure that the sandwich does not have any tension after lamination (curling/tubing), as the adhesion of the material is low and cannot compensate for this. For lamination, the usual procedures for water-based media should be followed.

To avoid fingerprints, it is recommended to wear cotton gloves.  
recommended.

### Application:

Typical applications are short-term promotions at the POS, in shop windows or interior decorations.

### Product recommendation:

Other customers like to use the POPLAMMA20 for lamination