



Gerber ImageCal™ “R” Clear and White

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DESCRIPTION

Gerber ImageCal “R” is a removable vinyl designed for use with the GERBER EDGE®, GERBER EDGE 2®, and GERBER EDGE FX™ thermal transfer printing systems, in conjunction with GerberColor™ Foils. Gerber ImageCal “R” is available in two formats: ImageCal “R” Clear and ImageCal “R” White, which have slightly different characteristics.

Gerber ImageCal “R” Clear is a 3.5-mil, durable, removable, calendared vinyl. For up to six months after application, the film’s unique adhesive allows the graphic to be removed from most surfaces with little or no residue left behind and without the aid of chemicals or accessories.

Gerber ImageCal “R” White is a 4-mil removable and reusable vinyl which can be reused up to five times within one year without leaving residue or losing the strength of its adhesive bond.

INTENDED APPLICATIONS

Gerber ImageCal “R” is ideally suited for interior and short-term exterior emblems, promotional graphics, signs, second-surface applications, point-of-purchase, and window displays. The user should determine the suitability of all substrates prior to actual application.

This film is not recommended for use on corrugated or highly irregular surfaces. It is also not intended for applications where petrochemical contact may occur. If petrochemical exposure is anticipated, refer to the section below on protecting graphics.

PERFORMANCE LIFE (UNPRINTED)

When applied vertically, Gerber ImageCal “R” White has an expected performance life of up to one year. Gerber ImageCal “R” Clear has an expected performance life of up to six months.

Performance statements are based upon field experience and exposure tests conducted throughout the United States. Substrate selection, exposure angle, environmental conditions, and maintenance of markings will affect actual performance. Continuous exposure in regions that experience maximum sunny days will result in decreased performance. This product is not recommended for horizontal applications.

SHELF LIFE AND STORAGE

Apply film within one year of receipt. Printed graphics should also be applied within one year. Film and printed graphics (with or without premask) should be kept in a clean area free from excessive moisture and direct sunlight. Maintain temperature at less than 70°F (21°C) and 50% relative humidity.

Use a paper interleaf between layers of stacked or rolled printed materials. Do not stack printed graphics face to face.

To store graphics that are to be removed and reused, place the graphics back on the original liner material type. The liner should be kept in a clean dust-free, moisture-free environment (i.e. sealed plastic bag). Reapply mask if necessary for re-application. As usual, use a paper interleaf between layers of stacked printed materials. Do not stack printed graphics face to face.

MAINTENANCE

To clean printed graphics, use a mild, non-abrasive soap with a soft cloth or sponge. Avoid using alcohol-based cleansers or soaps containing grit or abrasives.

PRINTING

If your software material selection palette does not have Gerber ImageCal “R” Removable Vinyl, use Gerber HP Series 220 normal print settings.

GerberColor Finishing (GCF), GerberColor Spot (GCS), GerberColor Process Pro™ CMYK (GCP), GerberColor Medal (GCM), and GerberColor Transparent (GCT) Series Foils can be used to print onto ImageCal “R” Removable Vinyl.

Recommended working environment is as follows:

- Operating temperature: 50°F to 95°F / 10°C to 35°C
- Recommended temperature for assured printing accuracy: 68°F to 78°F / 20°C to 26°C
- Operating humidity: 20% to 90% relative humidity, non-condensing (maximum range; actual range varies by material used)

PROTECTING GRAPHICS

Gerber Technology offers products that are designed to protect vinyl and printed graphics.

Gerber Guard™ manufactured by 3M is a durable, dimensionally stable, glossy vinyl overlamine. This film has a petrochemical-resistant construction and is intended to be used when markings may be exposed to petrochemical spillage and/or severe handling conditions.

Gerber UVGuard™ is a custom-formulated, 1-mil, clear, extremely durable polyvinyl fluoride (PVF) laminating film designed to further expand the resistance to weathering of printed graphics for up to five years.

Gerber UVGuard™ 9 manufactured by 3M is a 2-mil, glossy, clear, mildew-resistant, polyvinyl fluoride laminating film with a petrochemical-resistant adhesive system. It is designed to further

expand the resistance to weathering of printed graphics up to nine years. Gerber UVGuard 9 has the highest protection from UV fade.

Gerber StrikeGuard™ is an 8.0-mil, clear, glossy overlamine film designed for a variety of applications. This heavy-duty overlamine film is ideal for the protection of graphics, up to two years, and is especially beneficial where printed graphics experience severe handling and forceful impact. Gerber StrikeGuard is not recommended in applications that require petrochemical protection or where additional UV or vandal resistance is desired.

Abrasion Guard™ SPF (Sign Protection Formula) is a clear, top-coat GerberColor Finishing Series (GCF) Foil designed for use with EDGE® Series thermal transfer printing systems, to protect graphics from moderate contact and exposure to harmful effects of UV rays. It has an expected performance life of up to five years (when printed by itself). When applied as a protective overprint on other GerberColor Foils, Abrasion Guard SPF will extend the life of the base color by up to 30%.

CUTTING

Gerber ImageCal “R” Removable Vinyl can be cut on any 15-inch EDGE-compatible sprocketed plotter. A 30° SuperSharp blade is recommended. Plotters can be set to full speed.

A test cut should be performed to determine the ideal tool force setting.

SUBSTRATE PREPARATION

Before applying your graphic, wash the surface of your substrate with warm water and detergent. Do not use soaps or other cleaners with lotions or creams as they will leave a residue. Thoroughly rinse the surface and allow it to completely dry.

Saturate a clean paper towel with a solvent-based cleaner and wipe the substrate surface. Be certain to follow all manufacturer safety guidelines when using any solvent. Dry the surface with a lint-free paper towel before the solvent evaporates.

If applying to glass, wipe the surface with a 2 to 1 mixture of water and isopropyl alcohol. Glass temperatures can vary across the surface. These temperature variations can produce stresses which may cause the glass to break. Use caution when applying any pressure to glass.

Some polycarbonate substrates may weaken when certain vinyl films are applied to them. Because of this possibility, the user will need to determine if safety items such as helmets, safety shields, and some windshields are compatible with their vinyl.

APPLICATION TECHNIQUES

Dry application methods should be used with Gerber ImageCal “R” Removable Vinyl and panels should be overlapped.

Gerber standard tack application tape is required for all graphics produced with Gerber Digital Printing Systems.

A “snap tape test” should be used to determine the removal effects of ImageCal “R” Removable Vinyl on painted surfaces. Using a razor or other sharp instrument, cut a crosshatch pattern through the paint (Cut should be made in an inconspicuous area). The crosshatch pattern should be one inch wide with spacing of approximately 1/5 inch (5.08 mm) between cut lines.

Using a squeegee, firmly apply a strip of high tack pressure sensitive tape over the crosshatch pattern. (Use Scotch™ Tape #610 or equivalent.) Remove tape at 180° angle using a firm, rapid pull. Any sign of lifting, peeling, or bubbling of the paint indicates poor paint adhesion. This could result in damage to the substrate when graphic removal is attempted.

PHYSICAL PROPERTIES

Thickness	3.5 to 5 mil (with adhesive)
Film Color	Clear or White
Adhesive	Removable
Adhesive Color	Clear
Liner	90-lb stayflat
Dimensional Stability	Fair
Minimum Application Temp.	35°F (2°C)
Operating Temperature	20°F to 176°F (-29°C to 80°C)

CHEMICAL RESISTANCE (UNPRINTED)

Chemical Agent	Exposure Time	Result
Water	24 hours	Slight adhesion loss on glass
50/50 Ethylene glycol/water	24 hours	Slight adhesion loss on glass
Reference fuel	1 hour	Slight adhesion loss on glass
SAE 20 motor oil	24 hours	No effect
#1 diesel fuel	1 hour	Slight adhesion loss on glass
10% Hydrochloric acid	10 minutes	No effect
10% Ammonium Hydroxide	10 minutes	No effect
Mineral spirits	10 minutes	No effect
VM & P Naphtha	10 minutes	Slight adhesion loss on glass

RELATED LITERATURE

Refer to Product Bulletins of relevant foils and materials for product-specific handling, production, and finishing information.

Contact Information

For help with questions concerning Gerber products, please call your distributor or Gerber Customer Service at 1-800-222-7446 or (860) 644-1551. Visit us on the Internet at www.gerbertechnology.com/signage to learn more about our many other foils, materials and equipment.

When sold by Gerber, use only the corresponding Gerber Product Bulletin to determine product details, including but not limited to appropriate uses, warranty and processing.

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