

Product Name: <b>Campaign™ White on Black</b>	Page: 1/2
Product Reference: <b>WB MAG50F</b>	Revision: 1 (CVNA)
	Date: 19 March 2020
	Replaces: None
	Authors: RAS

### Description

Campaign™ WB MAG50F is a White on Black perforated self-adhesive vinyl with 50% transparency; and a removable, pressure-sensitive adhesive, featuring a Universal Liner with Grayliner™ technology. This film allows an image to be seen on the outside of a window while allowing viewing through from the inside.

This promotional film features a part-perforated paper liner and is intended for UV-cure, solvent, 'eco-solvent' and latex inkjet printing, and screenprinting.

Typical Properties	
PROPERTY	VALUE
Face film	Cool White on Black laminated monomeric calendered PVC
Film thickness	5.9 mils ± 0.4 mils (150µm ± 10µm)
Hole pattern	50% transparency; 0.06" (1.50mm) diameter holes
Adhesive	Transparent solvent polyacrylate 1.23 oz/yard <sup>2</sup> ± 0.09 oz/yard <sup>2</sup> (35g/m <sup>2</sup> ± 3g/m <sup>2</sup> )
Liner	Part-perforated Universal Liner. Perforated silicone coated paper laminated with grey-printed paper backprinted with Contra Vision® Campaign™ branding.
Liner weight	4.58 oz/yard <sup>2</sup> ± 0.18 oz/yard <sup>2</sup> (130g/m <sup>2</sup> ± 5g/m <sup>2</sup> ) after perforating
Application temperature	Minimum: 39°F (4°C) air and substrate
Peel adhesion 24 hours	14.4 oz/in (4N/25mm). Printed film on glass, typical value
Peel adhesion 1 month	18 oz/in (5N/25mm). Printed film on glass, typical value
Removability	Minimum 12 months clean removability without adhesive residue at 73°F to 77°F (23°C to 25°C) and RH of 50-60%
Durability	Up to 2 years on static applications  Durability stated is for unprinted and untreated material correctly applied to an inert, vertical, static (non-vehicular) substrate which is subject to Mid-European weathering conditions. Some printing inks and drying or curing regimes may reduce the expected lifetime of the printed graphic. Please consult your ink manufacturer for guidance. Incorrect application methods, inadequate window cleaning and preparation and incompatible window treatments may reduce the expected lifetime of the applied material whether printed or unprinted, overlaminated or unlaminated. Mechanically sustained damage, chemical damage and UV-degradation to printed, unprinted, laminated or unlaminated material may also reduce expected durability. There may be some discoloration with prolonged exposure to sunlight. Typical application life is six months. All perforated window films are especially vulnerable to damage along the edges and corners, which may lead to premature failure.
Shrinkage	x direction ≤ 0.6%, y direction ≤ 0.6% FTM14
Service temp	-13 F to 149 F (-25°C to 65°C)
Shelf life	2 years Under ordinary condition at temperature of 72°F (22°C) and relative humidity of 50-55%
Other info	

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## Regulations

Some countries and regions have laws or regulations requiring minimum light passage that may limit or preclude the use of this product on vehicle windows. The user is responsible for determining and complying with all applicable standards.

## Substrate Recommendations

This product is not recommended for use on glass with coatings such as anti-reflective, self-cleaning and scratch-resistance, which may be damaged during film removal.

## Application Recommendations

Apply the film using a dry application method. Surfaces to which the material will be applied must be thoroughly cleaned from dust, grease or any contamination. Final clean with soap and water. Rinse and dry glass after cleaning.

Not to be applied to fresh paint or ink, polycarbonate, rubber, plastic mouldings and certain PVCs. In case of doubt, please test prior to final application.

This product is recommended for use on flat or gently curved surfaces only.

The film must not touch the rubber window moulding. If two graphic panels meet side by side on a window, carefully trim the film so that the panels meet and form a butt seam. Do not overlap the panels.

*Observe the minimum application temperature, and the graphics should not be washed within 24 hours of application.*

## Printing Recommendations

Universal Liner construction, correctly printed, eliminates the "bridging" over the perforated holes that can occur with UV curing inkjet printers and Replacement Liner construction.

After printing the ink must be thoroughly dry, including in the perforated holes to avoid any contamination, particularly during lamination.

## Contact Information

Supplier: Contra Vision North America, Inc.  
3330 Cumberland Blvd, Suite 500  
Atlant  
USA

Tel. +1 770 993 6262  
Email: [usasales@contravision.com](mailto:usasales@contravision.com)  
Web: [www.contravision.com](http://www.contravision.com)

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