# *Performance™ Black on White*

## BWPRW40HDB

**Performance™ HD BWPRW40HD** is a Black on White perforated self-adhesive vinyl with 40% transparency; and a removable, pressure-sensitive adhesive, featuring a white Replacement Liner. When applied to the inside of a window, this film gives an element of privacy and solar shading from the outside while allowing viewing through from the inside.

This film features a solid paper liner optimised for easy removal, and is not suitable for printing.

The level of privacy given by this film will vary depending on several factors, most notably the level of light on either side of the window. A low level of privacy will be given at night if the inside of a building is lit.

This film gives an approximate 60% reduction in glare and UV radiation and depending on glass type and window framing, a 40-50% reduction in solar heat gain.

The use on tinted glass will compromise the whiteness of the film when viewed from the outside.

| | |
|---|---|
| **Face Film** | Black on Warm White laminated polymeric calendered PVC |
| **Adhesive** | Transparent, removable, solvent polyacrylate |
| **Adhesive Weight** | 35g/m²±3g/m² |
| **Liner** | Unperforated Replacement Liner. White paper PE and silicone coated on top side only, backprinted with Contra Vision® Performance™ branding. |
| **Liner Weight** | 170g/m²±10g/m² |
| **Removability** | Minimum 12 months clean removability without adhesive residue at ambient temperature Performance may be affected in Zone 2 & 3 regions |
| **Shrinkage** | x direction ≦0.6%, y direction ≦0.6% FTM14 |
| **Service Temperature** | -25°C to 65°C |
| **Shelf Life** | 2 years under normal conditions at a temperature of 22°C and relative humidity of 50-55% |

### Application Recommendations

- Apply the film using a **dry application method**.
- Clean surfaces thoroughly to clear from dust, grease or any contamination; final clean with soap and water, rinse, and dry.
- **Not to be applied** to fresh paint, ink, polycarbonate, rubber, plastic moldings, and certain PVCs—in case of doubt, test prior to final application.
- Recommended for flat or gently curved surfaces only.
- Cut film back at least 3mm from any edges so the film finishes on a flat surface.
- Film **must not touch** rubber window moldings.
- Trim side-by-side panels to form a butt seam—**do not overlap.**
- Follow minimum application temperature and avoid washing within 24 hours of application.

150µm ±10µm

**Film Thickness**

40% ø1mm *3/5

**Transparency**

*Privacy Level

4°C min

**Application temp**

2 - 5 years

**External durability**

on static applications

**Peel Adhesion**

Printed film on glass, typical value

3N/25mm

**20 mins**

4N/25mm

**24 hours**

This document is intended as a source of information, is given without guarantee, and does not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of the product for their specific intended purpose.

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### Fire rating

BS EN 13501. Certificate(s) can be found at **https://www.contravision.com/print-substrates/datasheets/**

### Solar performance

| Based on 3mm glass | No film | MicroPerforated White One-Way Internal |
|---|---|---|
| Visible light transmission | 90% | 36% |
| Visible light reflection, exterior | 8% | 56% |
| Visible light reflection, interior | 8% | 6% |
| UV transmission | 40% | 16% |
| Solar energy transmission | 83% | 33% |
| Solar energy reflection | 8% | 51% |
| Solar energy absorption (total) | 9% | 16% |
| Glare reduction | 0% | 60% |
| G value | 0.86 | 0.34 |
| Shading coefficient (SC) | 1 | 0.4 |

### Durability

Durability stated is for unprinted and untreated material correctly applied to an inert, vertical substrate subject to MidEuropean 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.

**Zone 1;** 5 years (outside) (Northern Europe, Italy (North of Rome))
**Zone 2;** 3 years (outside) (Mediterranean area (without North Africa), South Africa, Australia South Region)
**Zone 3;** 2 years (outside) (Gulf Area, Africa, Australia North Region)

For more information on zones and a map of the regions, please visit **https://www.contravision.com/print-substrates/datasheets/**

### Environmental

Contra Vision perforated window film is phlatate free and conforms to the latest REACH regulations - please refer to our website for further details. Contra Vision packaging is produced from recycled cardboard, with polypropylene end bungs and polyethylene wrapping. All of which are fully recyclable, subject to local recycling facilities. For further information on the environmental benefits of using Contra Vision products and the efforts we're making to improve the sustainability of our material, you can search for "sustainability" on our website.

### Substrate

This product is not recommended for use on the inside of triple glazed windows or glass with coatings such as anti-reflective, selfcleaning and scratch-resistance, which may be damaged during film removal.

### Other information

For further information visit the Contra Vision Technical Hub at **https://www.contravision.com/print-substrates/technical-hub**

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