

myMEDIA 7544 MirrorEffect QuickApply

Product Description

myMEDIA 7544 MirrorEffect QuickApply is a 180 µm thick, high-gloss, silver metallised polyester film with excellent mirror optics. On smooth, flat substrates, a brilliant mirror effect is achieved that is hardly distinguishable from a real mirror. In this way, rooms can be visually enlarged and brightened and mirror surfaces can be retrofitted easily, quickly and inexpensively compared to replacing glass. Almost any absolutely smooth surface is suitable for application, provided it is completely free of dust and dirt, so that the effect is shown to its best advantage. The QuickApply technology with fine air channels in the adhesive allows the film to be applied dry very easily, quickly and without bubbles. To avoid scratches during application, the film is equipped with a transparent protective film, which is then removed. The product is ideal for interior design, interior decoration, high-quality POS, trade fairs, shop fitting, as well as decorative applications in merchandising or on exclusive packaging and promotions.

Physical Characteristics

Front material	Metallised polyester film, scratch-resistant, with protective film	
Thickness / Weight	180 µm	
Colour / Finish	Silver, high gloss, mirror finish	
Adhesive	Solvent polyacrylate with air channels, transparent, permanent	
Liner	Structured PET liner, 23 µm	
Durability	Up to 1 year outdoor (vertical exposure, climate zone 1)	
Application temperature	>=+10°C	
Temperature range	-10°C to +70°C	
Adhesion after 24h	8 N/25 mm	FINAT FTM 1 (on stainless steel)
Dimensional stability	<= 1 mm shrinkage	FINAT FTM 14

Storage

Shelf life	Up to 1 year in unopened original packaging
Storage conditions	+18°C to +25°C at 50-55% relative humidity.
Storage notice	Remove roll from printer after each use and store in sealed original packaging.

Printing Method

Compatible inks	Not recommended
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Processing and converting

Recommended surfaces	Flat substrates, not suitable for vehicles. The substrate must be dry and free of dust and grease.
Protective film	The material surface has a transparent protective film that must be removed before final application.
Application method	Dry application only
Lamination	Not recommended

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Advantages and features

- Distortion-free, high-gloss mirror effect
- Inexpensive alternative to large, heavy mirrors
- Very stable polyester film with 180 µm thickness
- Scratch resistant surface
- Easy to apply thanks to QuickApply air channel adhesive
- Protective film prevents scratches before application
- Long-lasting mirror effect
- Easy cleaning with mild detergents
- Can also be used outdoors for up to 1 year

Applications

- Interior architecture
- Interior design
- High quality POS
- Trade fairs
- Shop fitting
- Decorative applications
- Mirror retrofits
- High quality promotions & advertising

Important Notice

Information on physical and chemical characteristics is based upon tests, practical knowledge and experience. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Because of the variety of uses and applications, the purchasers should independently determine, prior to use, the suitability of this material to their specific use and carefully consider the suitability and performance of the product. The purchaser shall assume all risks for any use and application of the material. All specifications and technical data are subject to change without prior notice, errors and omissions expected. All warranty matters are regulated by our general terms and conditions.