

myMEDIA 7560 Rainbow Holographic

Product Description

myMEDIA 7560 Rainbow Holographic is a 100 µm thick, silver-gloss PVC film with a hologram effect that shimmers in all the colours of the rainbow. This turns printed graphics and plotted logos and lettering into unique eye-catchers indoors and outdoors. The colour gradient is visible throughout the entire roll width of 1.27m without a pattern repeat, as is often the case with comparable products. It can be printed excellently with Latex, Eco-Solvent, Solvent and UV-curable inks, whereby the motif has the most striking metallic shimmer when using solvent inks. The product is suitable for flat substrates and is ideal for striking backgrounds at the POS, POS signage, logos, displays, shopfitting, shop windows, trade fairs, interior design as well as applications in merchandising or on exclusive packaging and promotions.

Physical Characteristics

Front material	PVC film with hologram effect	
Thickness / Weight	100 µm	
Colour / Finish	Silver, glossy, no pattern repeat over whole roll width	
Adhesive	Solvent polyacrylate, transparent, permanent	
Liner	PE coated silicone paper, 120 g/m ²	
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	13 N/25 mm	FINAT FTM 1 (on stainless steel)
Dimensional stability	<= 1,5 mm shrinkage	FINAT FTM 14
Tensile strength	> 25 MP (machine direction) > 24 MP (cross direction)	DIN EN ISO 527
Elongation	> 198 % (machine direction) > 201 % (cross direction)	DIN EN ISO 527

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	HP Latex, Eco-Solvent, Solvent, UV-curable
Drying	The digital print must be ABSOLUTELY DRY! The drying of the printed medium is strongly dependent on the amount of solvent applied (ink application), therefore sufficiently long drying times must be taken into account. When printing the material in a roll-to-roll process, the printed web must be unrolled and laid out flat again as quickly as possible until final drying in order to achieve the best drying results. The material should be dried in an unrolled state for at least 24 hours before further processing. If this is not possible, place the roll upright and very loosely wound on an air-permeable (grid) floor to ensure air circulation. Insufficient drying (solvent residues, rewetting, etc.) can lead to blocking in the rolled state and subsequently to unrolling, shrinkage and insufficient adhesion, which are not covered by the warranty. Therefore, the drying must be checked by practical methods, such as tesa test (optimally with cross cut), grip test, abrasion test and odour test, before further processing, lamination or application.

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Processing and converting

Recommended surfaces	Flat substrates, not intended for vehicles. The substrate must be dry and free of dust and grease.
Application method	Dry and wet application
Lamination	Not recommended

Advantages and features

- Hologram effect foil in silver
- Shimmers in all colours of the rainbow
- Special metallic effect with (eco-)solvent inks
- Entire roll width without repeat
- Suitable for wet and dry application
- Latex, Eco-Solvent, Solvent, UV-curable inks
- Good plotter properties
- For indoor and outdoor use up to 1 year

Applications

- Eye-catching backgrounds at the POS
- POS Signage
- Logos
- Displays
- Shopfitting
- Shop windows
- Trade fairs
- Interior design
- 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.