

**myMEDIA 7663 FerroPrint PP**

**Product Description**

myMEDIA 7663 FerroPrint PP is a white matt polypropylene-based ferrous film with a ferrous back coating that can be easily applied to flat and slightly curved magnetic substrates without bubbles and without causing demagnetisation. The low-reflection coating offers excellent printability with Latex, Eco-Solvent, Solvent and UV-curable inks and can be die-cut, cut with scissors, knives or cutters without fraying. The combination with the self-adhesive magnetic foil myMEDIA 7614 MagneStick allows an additional layer to be applied on top of each other. It can be crease-free applied or repositioned by staff in the shop in seconds, removed, changed and reused as often as required without leaving any residue. Large format graphics can be easily rolled out thanks to the low memory effect on the magnetic substrate. Direct sunlight should be avoided for durability. The product complies with the EN 71/3 toy regulation.

**Physical Characteristics**

Front material	Iron-based ferrous foil, noLite	
Frontside	Polypropylene film with top coat, 160 µm	
Backside	Iron-based ferrous layer, 80 µm	
Thickness / Weight	240 µm, 320 g/m <sup>2</sup>	
Colour / Finish	Front side white matt, back side anthracite	
Durability	Indoor	
Application temperature	>= +15°C	
Temperature range	+0°C to +35°C (below 0°C the magnetic adhesion is negatively affected)	
Magnetic adhesion	5 g/cm <sup>2</sup>	tested on myMEDIA 7607 Magnetic Film 0.7 mm thick with tensile strength tester
Print side	Outside rolled	
Certification	Toy standard EN 71/3	

**Printing Method**

Compatible inks	HP Latex, Eco-Solvent, Solvent, UV-curable
Notice UV-curable inks	Flexible UV inks are recommended, since too hard UV inks can lead to brittleness and cause problems during cutting (e.g. chipping, breaking).
Drying	<p>The digital print must be <b>ABSOLUTELY DRY!</b></p> <p>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. We recommend drying the material for at least 24 hours in an unrolled state 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) 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 or application.</p>

**Storage and shipping**

Shelf life	Up to 1 year in unopened original packaging
Storage conditions	+15°C to +25°C, at 50% relative humidity
Storage	Clean and dry place, protect from sunlight.
Storage in rolls	Store hanging in the original carton with core holders, avoiding pressure marks. If this is not possible, store material upright.

**Processing and converting**

Lamination	Lamination reduces magnetic adhesion in multi-layer applications and must be carried out absolutely stress-free. It is essential that the print is completely dry before lamination. Lamination must only be carried out cold. Solvent residues can reduce the quality of the finished product.
Shipping	Processed material should not be bent and should be stored flat. If this is not possible, then the printed side (even if laminated) should be sent rolled outwards or stored temporarily.
Fabrication	Manual or mechanical
Processing	Cutting, punching, drilling

**Substrates**

Suitable substrates	The substrate must be magnetic, flat, smooth, dust-free, grease-free and dry, with the surface being completely flat to slightly curved (no contours or beading).
---------------------	---

**Application instructions**

Application	Large-format pictures can be rolled out on the magnetic base. Small motifs (such as "Action") are simply attached flat. Sharp edges and contours must be avoided as well as overhanging edges (e.g. on a blackboard). The material must not be bent under any circumstances.
Layering	Can be used in combination with myMEDIA 7614 MagneStick in 2 layers on top of each other. For more adherent magnetic substrates, multiple layers are also possible (pre-testing necessary due to influence of ink/laminate).
Removal	Material can be removed and reused at any time without leaving any residue.

### Advantages and features

- Suitable for flat and slightly curved surfaces
- Quick and easy to install and replace
- High opacity, opaque
- Brilliant color reproduction
- Low reflective printing surface
- Good tear resistance
- Great dimensional stability and scratch resistance
- Easy further processing
- Additional layers can be applied as required
- Does not lead to demagnetization
- Good price/performance ratio

### Applications

- Advertising spaces in stores, shopping centers, office buildings
- Temporary or permanent signage
- Teaching aids in schools and universities
- Memoboards and displays
- Presentation walls
- POS and store design
- Hotels, seminar rooms
- Store and exhibition design
- Promotions

### 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.