



# Gerber HoloGraphix™ Prismatic Vinyl

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## DESCRIPTION

Gerber HoloGraphix is a 3.7-mil, light-diffracting, metallized, vinyl film that has been coated with a permanent, pressure-sensitive acrylic adhesive. Gerber HoloGraphix has been designed for use with the GERBER EDGE®, GERBER EDGE 2®, and GERBER EDGE FX™ thermal transfer printing systems, in conjunction with GerberColor™ Foils. The material can also be used as a cut film and the clear adhesive system allows for reverse-cut applications.

Patterns available are Mosaic, Silver Sheen, Kaleidoscope, and Water Drop.

## INTENDED APPLICATIONS

The patterns of Gerber HoloGraphix are ideally suited for interior applications requiring attractive, light-diffracting labels with a metallic luster. Potential uses include novelty decals, point-of-purchase displays, and ad specialty items.

The individual holographic patterns repeat in the machine and transverse directions. Seams will therefore be evident at varying points on the vinyl.

This film is not recommended for use on corrugated or highly irregular surfaces. It is also not intended for applications where petrochemical contact may occur. If petrochemical exposure is anticipated, refer to the section below on protecting graphics. The user should determine the suitability of all substrates prior to application.

## SHELF LIFE AND STORAGE

Apply film within one year of receipt. Printed graphics should also be applied within one year. Film and printed graphics (with or without premask) should be kept in a clean area free from excessive moisture and direct sunlight. Maintain temperature at less than 70°F (21°C) and 50% relative humidity.

Use a paper interleaf between printed materials that are rolled or stacked. Do not store printed graphics face to face.

## PRINTING

If your software material selection palette does not have Gerber HoloGraphix, use 3M Scotchcal™ Series 220 or Gerber HP Series 220 normal print settings.

GerberColor Spot (GCS), GerberColor Process Pro™ CMYK (GCP), GerberColor Medal (GCM), and GerberColor Transparent (GCT) Series Foils can be used to print onto Gerber HoloGraphix. (Refer to Product Bulletins of specific foils and materials for printing recommendations.)

Recommended working environment is as follows:

- Operating temperature: 50°F to 95°F / 10°C to 35°C
- Recommended temperature for assured printing accuracy: 68°F to 78°F / 20°C to 26°C
- Operating humidity: 20% to 90% relative humidity, non-condensing (maximum range; actual range varies by material used)

## PROTECTING GRAPHICS

Gerber Technology offers products that are designed to protect vinyl and printed graphics.

Gerber Guard™ is a durable, dimensionally stable, glossy vinyl overlamine. This film has a petrochemical-resistant construction and is intended to be used when markings may be exposed to petrochemical spillage and/or severe handling conditions.

Gerber UVGuard™ is a custom-formulated, 1-mil, clear, TEDLAR® polyvinyl fluoride (PVF) laminating film designed to further expand the resistance to weathering of printed graphics for up to five years.

Gerber UVGuard™ 9 manufactured by 3M is a 2-mil, glossy, clear, mildew-resistant, polyvinyl fluoride laminating film with a petrochemical-resistant adhesive system. It is designed to further expand the resistance to weathering of printed graphics up to nine years. Gerber UVGuard 9 has the highest protection from UV fade.

Gerber StrikeGuard™ is an 8.0-mil, clear, glossy overlamine film designed for a variety of applications. This heavy-duty overlamine film is ideal for the protection of graphics, up to two years, and is especially beneficial where printed graphics experience severe handling and forceful impact. Gerber StrikeGuard is not recommended in applications that require petrochemical protection or where additional UV or vandal resistance is desired.

Abrasion Guard™ SPF (Sign Protection Formula) is a clear, top-coat GerberColor Finishing Series (GCF) Foil designed for use with EDGE® Series thermal transfer printing systems, to protect graphics from moderate contact and exposure to harmful effects of UV rays. It has an expected performance life of up to five years (when printed by itself). When applied as a protective overprint on other GerberColor Foils, Abrasion Guard SPF will extend the life of the base color by up to 30%.

## CUTTING

Gerber HoloGraphix can be cut on any Gerber EDGE-compatible sprocket plotter. A 30° SuperSharp blade is recommended. Plotters can be set to full speed.

A test cut should be performed to determine the proper tool force setting.

## **SUBSTRATE PREPARATION**

Before applying your graphic, wash the surface of your substrate with warm water and detergent. Do not use soaps or other cleaners with lotions or creams as they will leave a residue. Thoroughly rinse the surface and allow it to completely dry.

Saturate a clean paper towel with a solvent-based cleaner and wipe the substrate surface. Be certain to follow all manufacturer safety guidelines when using any solvent. Dry the surface with a lint-free paper towel before the solvent evaporates.

If applying to glass, solvent wipe the surface with a 2 to 1 mixture of water and isopropyl alcohol. Glass temperatures can vary across the surface. These temperature variations can produce stresses which may cause the glass to break. Use caution when applying to glass.

Some polycarbonate substrates may weaken when certain vinyl films are applied to them. Because of this possibility, the user will need to determine if safety items such as helmets, safety shields, and some windshields are compatible with their vinyl's adhesive.

Many paint systems (e.g. two-part urethane) and some polycarbonate substrates will outgas if they are not fully cured. Outgassing can cause permanent bubbling in most films; substrates should be tested for outgassing prior to final application.

## **APPLICATION TECHNIQUES**

Dry application methods should be used with Gerber HoloGraphix and panels can be butted or overlapped. The minimum recommended application temperature is 50°F (10°C).

Extended exposure to U.V. light may cause the film pattern to distort or fade.

Gerber standard tack application tape is required for all EDGE-printed graphics. Printed graphics should be allowed to cure for 15 minutes prior to application of transfer tape.

## **MAINTENANCE**

To clean printed graphics, use a mild, non-abrasive soap with a soft cloth or sponge. Avoid using alcohol-based cleansers or soaps containing grit or abrasives

## **PHYSICAL PROPERTIES**

Thickness	3.6 to 3.7 mil with adhesive
Film Color	Metallized holographic patterns
Adhesive	Acrylic
Adhesive Color	Clear
Liner	Poly coated, layflat
Application Temp	50°F (10°C)
Operating Temperature	-40°F to 176°F (-40°C to 80°C)

## RELATED LITERATURE

Refer to Product Bulletins of relevant foils and materials for product-specific handling, production, and finishing information.

## CONTACT INFORMATION

For help with questions concerning Gerber products, please call your distributor or Gerber Customer Service at 1-800-222-7446 or (860) 644-1551. Visit us on the Internet at [www.gspinc.com](http://www.gspinc.com) to learn more about our many other foils, material

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<b>Category:</b> EDGE READY™	<b>FastFact #:</b> 5548	<b>Supplied by:</b> Aftermarkets	<b>Last Modified:</b> 04/04/17
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