



# Gerber PlastiGraphix™ PVC-10 Shelf and Tag

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## DESCRIPTION

PVC-10 Shelf and Tag a white, 10-mil, semi-rigid PVC material. It has been custom formulated for use with GERBER EDGE®, GERBER EDGE 2®, and GERBER EDGE FX™ thermal transfer printing systems, in conjunction with GerberColor™ Foils. PVC-10 Shelf and Tag can also be decorated with cut-vinyl graphics.

## INTENDED APPLICATIONS

The semi-rigid construction of PVC-10 Shelf and Tag makes it ideally suited for a number of non-pressure-sensitive applications including signs, menu boards, point-of-purchase displays, permits, identification tags, and door hangers.

## APPLICATION TECHNIQUES

If desired, PVC-10 Shelf and Tag can be mounted with spray or laminating adhesives, double-sided tape, or hook and loop fasteners. Since PVC-10 Shelf and Tag can be score cut, the material can also be hung on hooks, doorknobs, etc. PVC-10 Shelf and Tag will also fit into many common sign and display systems. The user should determine the suitability of all such systems.

Smaller cut graphics (less than 1 square foot) made with PVC-10 Shelf and Tag may exhibit a slight curl after printing. To eliminate the curl, place the graphic (protected with a slip sheet) underneath a heavy object or roll the graphic backwards.

PVC-10 Shelf and Tag can be paneled with butted or overlapped seams using double-sided tape to join the panels.

## PERFORMANCE LIFE (UNPRINTED)

PVC-10 Shelf and Tag will have an expected performance life of up to one year when applied vertically. Temperatures of 90°F or greater may soften the material and in some cases cause curling in the finished application. Users should determine the suitability of this material for its intended environment.

## PRINTING

GerberColor Spot (GCS), GerberColor Process Pro™ CMYK (GCP), GerberColor Transparent (GCT), GerberColor Medal (GCM), and GerberColor Special Effects (GCX) Series Foils, as well as ColorSet™ Process (CSP) and Spot (CSS) Series Foils can be used to print onto PVC-10 Shelf and Tag.

Static electricity may build up on the surface of PVC-10 Shelf and Tag and attract dust and fine particles. If this occurs, PVC-10 Shelf and Tag can be cleaned with distilled water and a lint-free cloth. Allow the material to completely dry before printing.

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)

## CUTTING

PVC-10 Shelf and Tag can be score cut on any 15-inch EDGE-compatible sprocketed plotter. A 45° tangential blade should be used. A 45° swivel blade can be substituted for simple shapes. Plotters should be slowed to 60%. Optimal weeding results will be achieved if shapes with sharp corners are assigned a radius of at least 1/10 inch (2.54 mm); use the “Fillet Corner” feature. Small shapes may be difficult to weed; the user should determine sizes appropriate to the design of the graphic.

The ideal score cut will penetrate halfway through the material. To remove finished pieces, find a straight cut line and fold the material backwards. Pinch the cut line with fingers and the material will separate. Slowly remove the finished piece one edge at a time. The user should perform a test cut to determine if the tool force setting needs to be adjusted for their application.

## PROTECTING GRAPHICS

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

Gerber Guard□ manufactured by 3M 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, extremely durable 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%.

## **SHELF LIFE AND STORAGE**

PVC-10 Shelf and Tag should be used within one year of receipt. PVC-10 Shelf and Tag (printed or unprinted) should be kept in a clean area free from excessive moisture and direct sunlight. Maintain temperature at 70°F (21°C) and relative humidity at 50%.

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

## **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	10 mil
Film Color	Gloss White
Adhesive	n/a
Liner	n/a
Dimensional Stability	Excellent
Tensile Strength (psi)	5753 (MD) 5551 (TD)
Elongation (%)	10 (MD) 11 (TD)

## **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.gerbertechnology.com/signage](http://www.gerbertechnology.com/signage) to learn more about our many other foils, materials and equipment.

When sold by Gerber, use only the corresponding Gerber Product Bulletin to determine product details, including but not limited to appropriate uses, warranty and processing.

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