

# ImagePerfect™ 2539

## Outdoor Floor Graphics

**ImagePerfect™ 2539 is a white calendered vinyl with a removable adhesive that is engineered for use in outdoor floor graphic installations. It has been specially created for digital printing on large-format inkjet printers and is suitable for printing with eco solvent and solvent inks as well as UV-cured and latex inks.**

ImagePerfect™ 2539 has been specifically engineered for use as a printable, outdoor floor graphic product, with its grey adhesive contributing towards high levels of opacity on the printed output. It can be used on substrates including pavements, stone, concrete, asphalt, etc, for promotional retail advertising, for point-of-sale and point-of-purchase promotions, for temporary wayfinding graphics and for public information displays. As such, it will be used in outdoor installations at retail locations, trade shows, exhibitions, airports, museums, art galleries, sports arenas, hotels, etc. The adhesive system should allow for quick and clean removability, leaving no adhesive residue on the substrate after removal of the product (assuming a suitable substrate). However, after exposure to high temperatures and increased pressure on the product because of pedestrian and/or vehicle activity, the adhesive bond to the substrate could increase, which could then result in some adhesive remains on the substrate after removal of the product. If so, any such adhesive remains could be removed with IP Adhesive Remover, possibly in conjunction with a high-pressure washing device (please follow the usage guidelines for IP Adhesive Remover). The product must be used in conjunction with its match-component laminate system which offers a scuff-resistant, non-slip surface (R9). Laminate: IP 2830-203.

Attention: Please make sure the printed IP 2539 is completely dry before laminating. In order to avoid potential lifting of the product, we would recommend that corners are rounded rather than cut to a sharp 90° angle. Surface preparation: In order to achieve process-secure application, it is essential that the substrate is totally dry and completely free of dust, dirt and debris before the product is installed. As such, we would recommend that the substrate is brushed and vacuumed before the IP 2539 is applied and, if the substrate is wet, we would recommend that it should be dried via portable heating, again before the product is installed. For application, the substrate should have a surface temperature of no less than 5°C. Whilst there is no limit to the recommended maximum graphic size, the graphic should be a minimum of 0.5sqm.

Specifications	
Description	Outdoor floor graphics
Colour	White gloss
Thickness	80mym
Weight	N/A
Adhesive	Acrylic, removable
Adhesive Strength	5N/25mm (Finat TM 1/24h) [on concrete]
Non-Slip Rating	R9 (with matching laminate)
Release Paper	PE-coated kraft paper, 144g/m <sup>2</sup>
Temperature Range	-30°C to +90°C
Durability (unprinted)	6 months (depending on the application)
Flame Retardancy	N/A
Shelf Life	2 years, 20°C / 50% humidity

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For more information about ImagePerfect please visit [www.imageperfect.com](http://www.imageperfect.com)

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