

ImagePerfect™ 2555 StreetApp (FR)

ImagePerfect™ 2555 StreetApp is a white calendered vinyl with a permanent adhesive that is engineered for use in indoor or 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™ 2555 StreetApp has been specifically engineered for use as a printable floor graphic product. It can be used on any kind of indoor or outdoor floor surface, including pavements, race tracks, car parks, concrete, stone, asphalt, laminate flooring, carpet, carpet tiles, etc. As such, it can be used for advertising, point-of-sale and point-of-purchase messaging, wayfinding graphics and public information displays at retail locations, trade shows, exhibitions, street fairs, airports, museums, art galleries, offices, factories, sporting events, hotels, etc. IP 2555 StreetApp is equipped with a bitumen-resistant adhesive system that makes it an ideal product for use in urban areas. The multi-layered construction of the product incorporates a fabric layer which provides the product with flexibility and strength, increasing its resistance to cracking. It delivers high levels of print quality with a large colour gamut that ensures colourful images with vibrant area in-fills. 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). The product does not require the use of an additional laminate, delivering inherent scuff-resistance and a very effective non-slip surface (R12). Whilst IP 2555 has outdoor durability of up to 1 year, the actual life span of the installation will depend on the physical contact to which the product is exposed. For instance, exposure to vehicular contact will impact the actual life span of the installation more than exposure to foot fall.

Attention: It is strongly recommended for the product to lay flat during the drying process. 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 2555 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 on structured surfaces, we recommend the use of a 45mm Soft Application Roller (RollePro), as it will press the material into the structure of the surface. For application, the substrate should have a surface temperature of no less than 10°C. Whilst there is no limit to the recommended maximum graphic size, the graphic should be a minimum of 10cm x 10cm.

Specifications	
Description	Indoor/outdoor floor graphics
Colour	White matt
Thickness	150mym
Weight	385g/m ²
Adhesive	Solvent based acrylic, permanent
Adhesive Strength	18N/25mm (Finat TM 1/24h)
Non-Slip Rating	R12
Release Paper	N/A
Temperature Range	-5°C to +70°C
Durability (unprinted)	1 year (depending on the application)
Flame Retardancy	M1/B1
Shelf Life	1 year, 20°C / 50% humidity

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For more information about ImagePerfect please visit www.imageperfect.com

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