

ImagePerfect™ 2553PA Plus is a white gloss polymeric vinyl incorporating PerfectApply technology and a permanent adhesive for indoor and outdoor applications. 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.

## IP 2553PA Plus

ImagePerfect™ 2553PA Plus White Gloss Polymeric Vinyl is a permanent product for indoor and outdoor applications such as markings, decorations and vehicle graphics. It incorporates PerfectApply technology to increase repositionability and to facilitate bubble-free application. It promotes high levels of print quality with remarkable text definition and a large colour gamut to ensure colourful images with vibrant area infills. It is equipped with a backing paper that offers excellent lay flat properties and it utilises an adhesive system that performs well in areas of high altitude and at cold temperatures. It should be applied at temperatures greater than +5°C. It must not be wet applied - i.e. dry application only. Laminate: IP 2810-103, IP 2810-202, IP 2830-106, IP 2830-109, IP 2830-200, etc.

Attention: Please make sure the printed IP 2553PA Plus is completely dry before laminating. Before the IP 2553PA Plus is applied, the surface should be completely cleaned. The use of IP Surface Cleaner (MIP1000) and the lint-free, IP Surface Cleaning Cloths (MMS8373) is a good match component cleaning solution to ensure that the surface is dry and free of dust and grease.

Specifications	
DESCRIPTION	Polymeric vinyl
COLOUR	White gloss
THICKNESS	70μ
WEIGHT	N/A
ADHESIVE	Advanced acrylic, permanent
ADHESIVE STRENGTH	18N / 25mm (Finat TM 1/24h)
RELEASE PAPER	PE-coated silicone paper, 140g/m²
TEMPERATURE RANGE	-30°C to +90°C
DURABILITY (UNPRINTED)	7 years
FLAME RETARDANCY	B-s1, d0
SHELF LIFE	2 years, 20°C / 50% humidity
END OF LIFE / DISPOSAL	Not currently recyclable. Can be used for refuse derived fuel (RDF)

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Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information. They are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of this material for its specific use, not least with regard to possible application-related influences. All technical data are subject to change.

The durability expectation is based on mid European exposure conditions. The actual performance life will depend on substrate preparation, exposure conditions and the maintenance of the applied product. For instance, exterior performance will typically decrease in the case of installations facing south, in areas of extended exposure to high temperatures (such as southern European countries), in industrially polluted areas or in areas of high altitude. Also, for horizontal applications, exterior performance will typically be impacted.

In the event of improper use and/or incorrect processing that does not comply with our instructions, any liability is excluded, including that for follow-up costs.

**Digital:** The print media should be completely dry before further processing, such as cutting, laminating, varnishing or application, or the residual solvents could otherwise change the specific features of the product. To ensure the best possible outcome, the match-component ImagePerfect™ profile should be used with the relevant ImagePerfect™ print media.