

ImagePerfect™ 2324 Self-Adhesive WallText Family

IP 2324 Self-Adhesive WallTex Family is 180mym, opaque polyester textiles that are equipped with a permanent or removable, solvent-based acrylic adhesive system. They are ideal for applications such as printed wallpapers, wall art and wall graphics.

The following constitute usage and application recommendations that should be treated as guidelines.

Cutting

IP 2324 can be kiss cut and die cut on almost any plotter. A 60° tangential blade should be used. A 60° swivel blade can be substituted for simple shapes. Plotter speed should be slowed to 50%. Small shapes may be difficult to weed; the user should determine sizes appropriate to the design of the graphic.

Painted substrates

Both **water-based paint** (emulsion paint) and **solvent-based paint** would be an acceptable medium onto which to apply IP 2324. In either case, the paint must be **completely dry** before the IP 2324 is applied. The drying time for both types of paint would ultimately be identified by the paint manufacturer but water-based paint would typically be touch-dry on the surface in 1 hour, with a full drying time being achieved in 4 hours. A full drying time in the case of solvent-based paint would be considerably longer. A typical 1-pack paint will dry in the region of 3 days but a typical 2-pack paint (i.e. with a hardening solution) could take up to 2 weeks to fully dry. If the IP 2324 is applied before a solvent-based paint has been allowed to completely dry then the adhesive on the product will not

cure properly, invariably resulting in performance issues. It is generally best to consider oil-based paint (e.g. household gloss paint) as not being a suitable medium for application. This is because the paint is rarely 100% cured and, as a result, the oil in the paint could soften the adhesive on the IP 2324, resulting in shrinkage or delamination of the product from the substrate.





Priming

It is always recommended to seal/prime a wall before a self-adhesive product is applied. The industry-standard consideration would be to simply use a good-quality primer/industrial wall PVA, and this consideration should be extended to the use of IP 2324.

Substrate cleaning

The substrate must be **completely clean** before the IP 2324 is applied to ensure that there is no grease, dust, dirt or other debris on the surface that would otherwise impact the adhesive bond of the IP 2324. In the case of surfaces such as doors, trade show panels, glass, stainless steel, etc, then the surface should be cleaned with IP Surface Cleaner. In the case of plaster surfaces or painted plaster surfaces, then best practice would tend to stipulate the use of a cleaning product that contains ammonium chloride/sal ammoniac, as this would facilitate the adhesive bond between the plaster or painted plaster surface and the IP 2324.

Dry application

Regardless of the specific cleaning methodology, after cleaning, the IP 2324 should not be applied until the surface is **completely dry**. Additionally, the product must be applied dry. Wet application methodologies are not recommended.

Substrate type

IP 2324 can be applied to structured surfaces but it is not recommended for application to brick, non-painted cement surfaces or heavily-painted speckled walls. Please note that any application to a structured surface will result in lower adhesion levels in comparison to application of the product to a smooth and flat surface.

Joining

Due to the dimensional stability of the product, overlapped joints are not required. Instead, IP 2324 panels can be mounted side-by-side.

Durability

The combination of polyester face film and adhesive system will have a durability of 7 years for internal applications but this expectation does not extend to the painted/plaster surface onto which the IP 2324 is applied. It also assumes the following:-

- That the substrate is prepared properly (painting/drying, priming and cleaning)
- That the IP 2324 is printed properly
- That the IP 2324 is applied properly
- That the IP 2324 is cleaned properly post installation



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

Eikon Ltd, 38 Port Royal Avenue, Lune Industrial Estate, Lancaster. United Kingdom

Information on physical and chemical characteristics and values in this document are based upon tests we believe to be reliable and do not constitute a warranty. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of such products for their specific use, including, but not limited to, the application, conditions, maintenance, and the Purchaser shall assume all risk and liability of every nature in connection therewith. All technical data are subject to change without prior notice. In case of any ambiguities or differences between the English and foreign versions of this document, the English version shall be prevailing and leading.

Eikon gives no express or implied guarantees or warranties with respect to the Products, including, but not limited to, any implied warranties of fitness for any particular use and/or non-infringement. All products are sold subject to Eikon's general terms and conditions of sale. Eikon's aggregate liability, whether for negligence, breach of contract, misrepresentation or otherwise, shall in no circumstances exceed the price of the defective, non-conforming, damaged or undelivered Products which give rise to such liability as determined by net price invoiced to Purchaser in respect of any occurrence or series of occurrences. In the event of improper use and/or incorrect processing that does not comply with our instructions, any and all liability is excluded. In no circumstances shall Eikon be liable for any indirect, incidental or consequential loss, damage or injury, including without limitation, loss of anticipated profits, goodwill, reputation, or losses or expenses resulting from third party claims.