

## WW Smooth Paper

### PRODUCT DESCRIPTION

Premium quality printing paper with a clear permanent adhesive for eco-friendly interior décorations on smooth surfaces. The product comes with the Forest Stewardship Council® certification (FSC Mix Credit, chain-of-custody number: CU-COC-807907, Licence Code: C004451).

**Face Material:** 300 µm, 147 g/sqm white matt paper

**Adhesive:** Acrylic emulsion clear permanent

**Liner:** Clay coated 120 g/sqm FSC® certified (FSC Mix Credit, chain-of-custody

number: CU-COC-807907, Licence Code: C004451).

### TYPICAL USE

Medium-term indoor architectural applications on flat smooth surfaces.

### PROCESSING

Especially designed for Latex and UV inkjet printing on wide-format printing equipment.

To achieve the best possible print quality, please make sure that the correct ICC profiles or printer settings are used.

Profiles can be obtained from our subsidiaries or distributors, or can be downloaded from: [www.mactacgraphics.eu](http://www.mactacgraphics.eu).

For further information on printing and laminating, please refer to TB 4.1 "Guidelines on handling, converting and applying Mactac Digital media." WW Smooth Paper is not intended to be laminated.

Due to the nature of the material, handling and application require special attention to avoid any tear or unwanted damage to the graphics.

### APPLICATION METHOD

Mactac Digital media must be applied following the instructions in TB 4.3 "Guidelines on surface preparation, converting and applying Mactac WW Series", available from the resource section at [www.mactacgraphics.eu](http://www.mactacgraphics.eu).

To ensure application suitability, always test the proposed construction under actual application and end-use conditions before going into full production.

### SHELF LIFE

2 years when stored at 15 to 25°C and ± 50 % relative humidity (in the original packaging).

### PHYSICAL PROPERTIES (TYPICAL VALUES)

Average Values Test Method

Adhesive data, 23°C (N/25 mm)		
Peel adhesion on stainless steel		
Quick Tack	9	FTM 9
Peel 24 hours	9	FTM 1
Dimensional stability		
Shrinkage (1 week at 70°C applied on Aluminium)	Max 0.5 mm	FTM 14
Temperature ranges		
Minimum application temperature (°C)	+ 10 °C	
Service temperature range of use (°C)	-20°C to +70°C	
Certifications		
Fire certification	B-s1,d0	EN13501-1

### EXPECTED DURABILITY

Central Europe Zone 1		
Unprocessed indoors*	4 years	ISO 4892-2

\*For more information, refer to Technical Bulletin 7.5: "Outdoor Durability of combined MACTac print media and laminates".

Note : Overlamination of the inkjet-printed material delays the eventual colour fading that may occur over time. This colour fading is dependent on the quality of the inkjet inks, the orientation of the printed material, the angle of display and the exact geographical location of exposure.

Exposure to severe temperatures, ultraviolet light, and/or conditions in Southern European countries, tropical, sub-tropical or desert regions will cause more rapid deterioration. This also applies to polluted areas, high altitudes and south-facing exposure.

DISCLAIMER

Avery Dennison warrants that its Products meet its specifications. Avery Dennison gives no other express or implied guarantees or warranties with respect to the Products, including, but not limited to, any implied warranties of merchantability, fitness for any particular use and/or non infringement. All Avery Dennison products are sold with the understanding that the purchaser has independently determined the suitability of such products for its purposes. The period of warranty is one (1) year from the date of shipment unless expressly provided otherwise in the product data sheet. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>. Avery Dennison's aggregate liability to Purchaser, 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 invoices to Purchaser in respect of any occurrence or series of occurrences. In no circumstances shall Avery Dennison be liable to Purchaser 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.