

# Technical Data Sheet



## Campaign™ White on Black WB MAG40S

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 Revision: 1 (CVS)  
 Date: 01 October 2024  
 Author: WS

Campaign™ WB MAG40S is a White on Black perforated self-adhesive vinyl with 40% transparency; and a removable, pressure-sensitive adhesive, featuring a Universal Liner with Grayliner™ technology. This film allows an image to be seen on the outside of a window while allowing viewing through from the inside.

This promotional film features a part-perforated paper liner and is intended for UV-cure, solvent, 'eco-solvent' and latex inkjet printing, and screenprinting.

Typical Properties	
PROPERTY	VALUE
Face film	Cool White on Black laminated monomeric calendered PVC
Film thickness	150µm ± 10µm (5.9 mils ±0.4 mils)
Hole Pattern	40% transparency; 1.60mm (0.06") diameter holes
Adhesive	Transparent solvent polyacrylate 35g/m <sup>2</sup> ±3g/m <sup>2</sup> (1.03 oz/yard <sup>2</sup> ±0.09 oz/yard <sup>2</sup> )
Liner	Part-perforated Universal Liner. Perforated silicone coated paper laminated with PE coated grey-printed paper backprinted with Contra Vision® Campaign™ branding.
Liner weight	140g/m <sup>2</sup> ±5g/m <sup>2</sup> (4.94 oz/yard <sup>2</sup> ±0.15 oz/yard <sup>2</sup> ) after perforating.
Application temperature	Minimum: 4°C (39°F) air & substrate.
Peel adhesion 24 hours	4N/25mm (14.4 oz/in). Printed film on glass, typical value.
Peel adhesion 1 month	5N/25mm (18 oz/in). Printed film on glass, typical value.
Removability	Minimum 12 months clean removability without adhesive residue at 23°C to 25°C (73°F to 77°F) and RH of 50-60%
Durability	Up to 2 years on static applications
	Durability stated is for unprinted and untreated material correctly applied to an inert, vertical, static (non-vehicular) substrate which is subject to Mid-European weathering conditions. Some printing inks and drying or curing regimes may reduce the expected lifetime of the printed graphic. Please consult your ink manufacturer for guidance. Incorrect application methods, inadequate window cleaning and preparation and incompatible window treatments may reduce the expected lifetime of the applied material whether printed or unprinted, overlaminated or unlaminated. Mechanically sustained damage, chemical damage and UV-degradation to printed, unprinted, laminated or unlaminated material may also reduce expected durability. There may be some discolouration with prolonged exposure to sunlight. Typical application life is six months. All perforated window films are especially vulnerable to damage along the edges and corners, which may lead to premature failure.
Shrinkage	x direction ≤0.6%, y direction ≤0.6% FTM14
Service temp	-25°C to 65°C (-13°F to 149°F)
Shelf life	2 years Under ordinary condition at temperature of 22°C (72°F) and relative humidity of 50-55%
Other info	For technical information including solar performance, fire certification, printing advice & other information visit the Contra Vision Technical Hub at <a href="http://www.contravision.com/print-substrates/technical-hub">www.contravision.com/print-substrates/technical-hub</a>

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### Regulations

Some countries and regions have laws or regulations requiring minimum light passage that may limit or preclude the use of this product on vehicle windows. The user is responsible for determining and complying with all applicable standards.

### Substrate Recommendations

This product is not recommended for use on glass with coatings such as anti-reflective, self-cleaning and scratch-resistance, which may be damaged during film removal.

### Application Recommendations

Apply the film using a dry application method. Surfaces to which the material will be applied must be thoroughly cleaned from dust, grease or any contamination. Final clean with soap and water. Rinse and dry glass after cleaning.

Not to be applied to fresh paint or ink, polycarbonate, rubber, plastic mouldings and certain PVCs. In case of doubt, please test prior to final application.

This product is recommended for use on flat or gently curved surfaces only.

The film must not touch the rubber window moulding. If two graphic panels meet side by side on a window, carefully trim the film so that the panels meet and form a butt seam. Do not overlap the panels.

Observe the minimum application temperature, and the graphics should not be washed within 24 hours of application.

### Printing Recommendations

Universal Liner construction, correctly printed, eliminates the "bridging" over the perforated holes that can occur with UV curing inkjet printers and Replacement Liner construction.

After printing the ink must be thoroughly dry, including in the perforated holes to avoid any contamination, particularly during lamination.

### Environmental

Contra Vision perforated window film is phthalate free and conforms to the latest REACH regulations - please refer to our website for further details.

Contra Vision packaging is produced from recycled cardboard, with polypropylene end bungs and polyethylene wrapping. All of which are fully recyclable, subject to local recycling facilities.

For further information on the environmental benefits of using Contra Vision products and the efforts we're making to improve the sustainability of our material, you can search for "sustainability" on our website.

### Contact Information

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