

AV4M

Universal Matte Pressure-Sensitive Ink Jet Vinyl

Outré

Beyond Your Expectations

Outré ink jet materials are manufactured to meet or beat original equipment manufacturer's specifications. AV4M is a white opaque, matte, calendered vinyl with a permanent pressure-sensitive adhesive. Excellent for printing flexible, durable signs and banners, AV4M is intended for use in all ColorSpan®, Hewlett-Packard DesignJet®, Epson and water-based piezo wide format printers. AV4M offers a broad color gamut and superior waterfastness with pigment inks.

Physical Properties	
AV4M	
Vinyl Type	Calendered
Caliper	4 mil
% Opacity	94%
Whiteness	82%
Adhesive Type	Permanent
Outdoor Life Expectancy	3 mos.

Application Guidelines

Printer & Ink Compatibility: AV4M can be printed on Hewlett-Packard DesignJet®, ColorSpan® Displaymaker, Epson and piezo water-based pigment systems. It is recommended to use pigment inks for longer-lasting images. Although dye-based inks provide a higher color gamut, premature ink fading can occur. Inks NOT recommended for use are Ilford®Archiva™ and ColorSpan® EnduraChrome inks, because premature fading is known to occur.

Product	HP DesignJet		Epson		ColorSpan Displaymaker		Canon		Roland/Mimaki/Mutoh	
	Dye	Pigment	Dye	Pigment	Dye	Pigment	Dye	Pigment	Dye	Pigment
AV4M	•	•	•	•	•	•	•	•	•	•

Outdoor and Indoor Use: This product is recommended for indoor and outdoor applications. It must be applied at minimum air and surface temperatures of 50° F. Once posted, the material can withstand temperatures of 0° F to 150° F.

Water Resistance & Surface Protection: To obtain a high degree of water resistance, use only pigment ink. Lamination is not required. Dye-based inks will yield good color gamut, but with repeated exposure to water, bleeding may occur. Overlaminating dye-based ink will not eliminate image bleed, unless the material is completely sealed to a non-porous surface or encapsulated. If water migrates under the laminate, ink bleeding may occur. Let image dry 24 hours before exposing to moisture. Dirt and stains cannot be cleaned from the imaged surface. Excessive folding or creasing can damage the imaged surface. Laminating is recommended to protect the surface from dirt and abrasion.

Printing: Ink coverage of up to 250% is recommended. Excessive ink saturation can affect the waterfast properties of the material as well as color uniformity. To optimize print quality, printers should be set for highest print quality.

Color Calibration: ICC color profiles can be obtained for selected RIP, ink and printer combinations on the www.myoutré.com web page.

Finishing Recommendations

Recommended Application Surfaces: Stainless steel, aluminum, glass, ABS, polycarbonate, Plexiglas®, automobile enamel and standard mounting boards like Sintra®, Gatorfoam® and Foam-Core®. The product is designed for use on smooth, flat surfaces and should not be applied over corrugations or rivets. Textured surfaces and wood tend to promote poor adhesion. Always pretest your specific substrate prior to actual application.

Surface Preparation: Always ensure that the receiving substrate is thoroughly cleaned, free of dust, dirt or cleaner residues. Painted surfaces should be painted with latex paint containing no waxes or silicones. Metal and glass surfaces can be cleaned with standard glass cleaners. Poor surface conditions will cause adhesion loss or failure.

Application Paper (Premask): Use low tack application tapes. High tack tapes can cause slight coating removal. Application paper applied directly onto the imaged surface of the vinyl may cause slight yellowing of the coating. The premask by American Bilrite Inc. called TransferRite®, cause the least amount of yellowing. 3M tapes have been found to increase the yellowing effect.

Installation Techniques: Proper contact of the adhesive to mounting substrate is critical and maximum pressure should be used to install the vinyl. If insufficient pressure is used during the install, the edges of the vinyl can lift. When applying vinyl to mounting boards, it is recommended that a cold roll laminator be used to give adequate, even pressure during application. For installations by hand, use application tape and squeegee with adequate pressure. It is recommended that water not be used during the installation but if it is used, use minimal amounts. All water must be squeegeed out from under vinyl. If liquid soap is added to the water to increase the ease of installation, use only one drop per gallon of water. Soap must not contain moisturizer. Do not use heat guns to install vinyl. Material should not be stretched during installation. It is a calendered vinyl, and it will shrink back to original size, which might cause edges to lift or create gaps between panels.

Laminating: To give surface protection from dirt and abrasion, a vinyl pressure-sensitive overlaminates is recommended. Heat activated laminates should not be used. The high temperatures needed to apply heat activated laminates can degrade the adhesive peel strength. Overlaminating one side with too much tension can cause the product to curl toward the laminated side and the edges to lift. Let image dry for 24 hours before laminating.



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