



Product Description

This range of polymeric calendered vinyl films have optimal cutting and processing properties thanks to a kraft paper liner with excellent lay-flat characteristics and are available in various colours with gloss and matt finishes. They have been specially developed for lettering, markings and decorations and are particularly suitable for high-quality vehicle and transportation advertising. Offering excellent long-term durability with a 5-8 year life, these films are suitable for application on uneven and slightly curved surfaces.

Features

- Excellent plotting and weeding properties
- Available in gloss and matt finishes
- Permanent or high-tack adhesive systems available
- Kraft liner provides excellent lay flat characteristics – smooth and structured available

Recommended Uses

- Vehicle and transportation advertising; signage; lettering; markings; decorations

Face Film

70µm Polymeric Calendered

Widths

1220mm

Adhesive

24 or 26g/m² clear permanent or 35g/m² clear high-tack solvent-based polyacrylate

Durability

Up to 8 years (vertical exposure, mid Europe)

Release Liner

Kraft – smooth or structured. (White vinyl is supplied on blue smooth release liner for contrast purposes; structured liner is not blue)

Shelf Life

2 years

Products Available

- Available in gloss and matt finishes.
- Please refer to our website or swatches to see the full range.

Physical Characteristics		
Properties	Test Method	Typical Value
Film Thickness	ISO 4591:1992	70µm
Elongation	ISO 527	>130%
Dimensional Stability (48 hours/70°C)	FTM14/Aluminium	<1mm
24 hour 180° Peel	FTM1/Stainless Steel	Permanent adhesive, smooth liner: 640N/m Permanent adhesive, structured liner: 480N/m High-tack adhesive, smooth liner: 1120N/m
Flammability	-	Self-extinguishing
Outdoor Weathering		
Vertical exposure, mid Europe		
Black, White	-	8 years
Clear, Colours	-	7 years
Metallic	-	5 years
High-tack adhesive	-	3 years
Temperature Range		
Application Temperature	-	Minimum +10°C
Service Temperature	-	-40°C to +60°C
Resistance to various liquids after application and conditioned for 24 hours at 23°C. Results examined 1 hour after test		
Humidity	24 hours at 38°C and 100%	No effect
Water (Distilled)	24 hours at 32°C	No effect
Diesel Fuel	1 hour at 23°C	No effect
SAE Motor Oil	24 hours at 23°C	No effect
Antifreeze/Water (1:1)	24 hours at 23°C	No effect

Product Usage Guide

- KPMF films should not be applied to unsound surfaces or to surfaces which may subsequently crack, peel, outgas or are of low surface energy. It is recommended that any application surface should have an energy level in excess of 40 dyne/cm. (Polyolefins should be in excess of 45 dyne/cm).
- Prolonged exposure to high and low temperatures in the presence of chemicals such as solvents, acids etc. may eventually cause deterioration. Actual performance will depend on substrate preparation, exposure conditions and application of marking.
- Although we have good control of the colour production of KPMF products at our multiple locations, as with all other manufacturer's products, customers should be aware that there may be subtle variances between samples, swatches and production materials, so therefore it is advisable to avoid using different batches of material for the same end application to avoid possible colour shifts between the batches.
- Products that have the metallic finish are considered to be special products in view of their pigmentation. In order to achieve the metallic effect, special pigments must be used. The pigmentation causes the surface sheen to be generally more uneven. The stability of these products on weathering tests and also post cleaning also varies, depending on the pigmentation, it is recommended that no harsh solvents are used to clean the PVC and should these be required then a section should be tested first. In general, results are much less stable than the other non-metallic products in same series. Depending on the type of application (i.e. horizontal or vertical base) the life expectation of the film is lower, particularly in the case of higher atmospheric temperatures. The reduction in stability during weathering tests becomes noticeable as it causes increasing discoloration and the loss of mechanical characteristics. Care should be taken when completing applications using metallic finished products, if the adhesive side of the vinyl is allowed to overlap and make contact with the face of the film this could result in aluminium particles being lifted from the face of the film leading to a slight change to the perceived colour and finish being observed.
- Application should be onto a clean, dry surface at a minimum temperature of +10°C.
- Shelf life is 2 years when stored out of direct sunlight, at a temperature of 20°C and a relative humidity of 50%.

Product Warranty

Kay Premium Marking Films products are produced under stringent manufacturing conditions. The information and typical values shown are based upon research believed to be reliable and are provided without guarantee and do not constitute a warranty. The values are not for use in specifications. Ink and paint systems can affect the performance of film and also the adhesive properties, as can application techniques. Users are advised to ensure that performance and reliability are not compromised by determining the suitability of each product prior to its intended use.

Kay Premium Marking Films products are produced under careful quality control and are warranted to be fit for the purpose and free from defect in material and workmanship. Any material shown to be defective to our satisfaction at the point of sale shall be replaced free of charge. Kay Premium Marking Films Limited's liability to the purchaser shall in no circumstances exceed the cost of the amount of the defective material supplied.

There is no guarantee made for ease or speed of graphic removal, removal from improperly cured paint, removal from oxidized or chalked substrates, or from horizontally exposed outdoor applications. Due to the large variety of available substrate finishes, it is advisable to fully evaluate small areas particularly after printing prior to complete applications.

The data included on this datasheet shows typical properties and should not be taken as a guarantee for performance.

D7.3.6

Issue 2 06/05/2026