

# Photo Tex™ Group, Inc.

## Peel & Stick Removable Fabric Material



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### **Printing, Cleaning and Applied Surfaces**

#### ***UV or UV Curable Inks ONLY***

In rare cases when printing with UV ink or UV curable printers, it is possible to overheat the material and cause the adhesive to weaken up to 50% during the printing process. Although this occurrence is infrequent, it is important to keep lamps at a lower setting than most other substrates. If you are not getting satisfying adhesive results, we suggest you try another printer. In order to assure the best adhesive results, compare a printed piece to a non-printed piece from the same roll, making it easier to tell if the adhesive was overheated or weakened during printing. Touching the adhesive material will not give you a true reading; instead, you need to place the pieces on a wall for 24hrs and see if there is any issue. Then, pull off the wall a few times and see if there is any tack (there should be some adhesive resistance). You will know ☺

In addition, with UV inks, if you lay down an extremely heavy, solid, or dark color when bleeding, the weight of the ink can actually pull against the material (acting like an over laminate). This happens because UV ink sits on top of the material, adding extra weight. In rare cases, you may need to leave a small border in order to prevent curl; however, we still suggest you test this with all UV inks, just to be safe. An easy way to test this is to leave your printed sample on a wall for approximately 24-36 hours. If the edges do not curl, the material was unaffected, as this curl will appear quickly and not over time.

#### ***Cleaning***

We have customers asking how to clean the material, however, since Photo Tex is a fabric, you cannot clean the material unless you coat the ink with a liquid or spray laminate. Then, simply use a damp cloth to wipe dust, dirt, smudges, etc.

#### ***Surfaces and Precautionary measures***

Outside of plain brick, the only surface we have seen work against the adhesive is the combination of eggshell paint on a textured surface. Eggshell paint is mainly used in the kitchen and has intentional additives, allowing it to be cleaned with detergents like 409, fantastic, soft scrub, etc. Unfortunately, this makes it hard for the adhesive to stick to. Photo Tex does have the ability to stick to this paint; however, when the paint has been applied to a heavy textured surface, only half the adhesive is making contact with the actual surface. In some cases, this type of surface combined with eggshell paint makes it challenging for the material to work properly. We do offer a 50% stronger adhesive know as (EX) for these types of conditions. Do not use the (EX) on painted drywall as Photo Tex will not be responsible for any damaged surfaces when using EX. Also transfer tape will not work with Photo Tex.

**OUTDOORS:** When printing with Solvent or Latex inks, we strongly recommend using liquid laminate or clear coat on the printed material as the ink can fade in outdoor applications quickly. The Photo Tex Water-Base seems to hold up to a year+ before fading if not coated.

It is very important to allow at least 30 days for a newly paint surface to dry. Bubbles can occur if the paint is still outgassing/flashing off. Also, make sure all drywall painted or repainted surfaces have been primed in order to avoid unwanted adhesive remains and paint peeling upon removal.

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## *Installation Suggestions*

### CHOOSE ALMOST ANY SPOT TO SHOW YOUR PROMOTIONS!

Pick a smooth, dry and clean surface –The most traditional places include any wall, door, window or vehicle (do not block windshield). When placing your Photo Tex on a standard painted wall, make sure the wall has been previously primed prior to painting (otherwise the paint or adhesive may come off). Concerning newly painted surfaces, make **sure** you allow 30 days for out gassing preventing bubbling. If you place your Photo Tex on a pebbly, textured surface that has used eggshell paint or a very porous surface (i.e. brick, cement walls, stucco), you may receive poor results, although it has worked in most cases. So you may want to test first for a couple of days. Avoid placement above fireplaces. Outdoors use various on inks, especially any solvent or latex inks, so we recommend using a liquid lamination or clear coat for longevity (see below). You can overlap the material up to 1” or butt (as the material does not shrink or curl).

### CLEAN IT BEFORE YOU STICK IT

Use a warm, damp cloth or sponge to clean the wall surface or window and allow it to completely dry. Make sure all previous cleaning solutions are completely gone. Outdoors we suggest you use a pump spray to save time. You can remove and replace the Photo Tex multiple times; however, once the adhesive collects too much dust, dirt or fibers it will become less effective and Photo Tex may not stick as well to your surface.

### PEEL AND STICK IT

Depending on the size of your Photo Tex, it may be helpful to have two people install it. Try not to let the adhesive come together, or let Photo Tex fold up against itself. It's okay if it does, you can separate it by carefully pulling it apart and you may want two people to do this on larger images.

Start at the top of your Photo Tex Image and pull down approximately 4-6” of the backer and crease the back of the backer. Simply apply the 4-6” of exposed adhesive area to your chosen location. It can be repositioned many times. Once your square then continue to slowly pull the backer downward in 4-6” increments, smoothing the Photo Tex as you go. Depending on the size, it may be helpful if one person pulls down the backer, while the other smooth's the image on the surface. You can use a plastic dry wall knife (like 6”-8”) to smooth out.

If there are any bubbles or wrinkles, you can lightly press or smooth them out, or just peel back that area and re-apply. Please Note: Pressing too hard will not damage the PhotoTex; however, it may cause your hands to gather ink (due to the natural oils on your hands), and could transfer from your hands onto another surface.

### SUGGESTIONS

If a bubble re-appears over the next day or two, pressing and lightly rubbing can remove it. This can happen occasionally if oil, dirt, or dust is on your surface. Use a sewing pin to pop the bubble, and then smooth it out with your fingers in a circular motion. In the very rare instance that bubbles keep re-appearing, you may want to move your Photo Tex to another area as there is something preventing the adhesive to stick. Most causes of bubbles are because the wall was painted within the last 30 days or cleaning chemicals were used prior.

### OUTDOORS

With our US patented adhesive, you can place your Photo Tex on any outdoor, flat surface; however, it may fade after several months of strong sun exposure or rain. In the past water base/pigment ink has lasted up to 18 months before fading but the Latex and Solvent inks break-down a lot quicker. We strongly suggest you liquid laminate solvent and latex inks for outdoor use. The material will stay in place on a vehicle for a long time, but repeated car washes will eventually wear it out. To ensure your Photo Tex stays on a moving surface, it is very important to avoid air gaps during application. Simply use the back of a spoon to smooth it tightly into cracks and around bends. For your safety **do not place** Photo Tex **on CAR windows**.

# PhotoTex™

This US Patented Adhesive Fabric Media (Photo Tex and Photo Tex-S) is compatible with pigment, water based, solvent, eco-solvent, latex, and UV- inks. (See below for specific compatibility with inks) Photo Tex gives you vivid, sharp print results with brilliant colors! The Adhesive is Re-mov able, Re-usable and Re-positional. Photo Tex's characteristics separate itself from all other products on the market using vinyl or similar fabrics. We stick to virtually any painted surface (in all weather and room temperature changes), and can be easily removed with a 99% guarantee the surface will be residue free. The material does not rip or wrinkle and is not required to be removed over a certain period of time. Results will vary on stucco and eggshell painted surfaces (use our \*EX/EXS version for best results). Not recommended for brick, non-painted cement surfaces, or heavy painted spackled wall board (\*EX/EXS version may work in certain cases). Make sure you allow 30-days on newly painted surfaces for out-gassing. Also, always check the heat setting on UV and UV curable printers to avoid over heating the adhesive, and altering its tack. Do not oversaturate UV inks and in certain cases you may need to leave a 1" boarder – again, only UV inks is this test needed.

## Usability

- Pigment, water based/aqueous, solvent, eco-solvent, latex and UV inks
- Ink settings must be optimized according to ink, printer and software instructions, rip and profile for best results.
- Suitable for most large format thermal and ink-jet printers. Heat setting: 40-50 Celsius.
- Suitable for kiss/die cutting (use 60 degree carbide or high grade knife to prevent fraying)
- Liquid or spray protective coatings for cleaning or outdoor use in certain cases.

## Indoor & Outdoor use for

• Walls	• Political Campaigns and Promotions
• Windows	• Custom Cutouts - Sports, Logo's
• Doors, even vehicle doors	• Advertising & Marketing

## Characteristics

Material	Polyester
Thickness with backing	.012
All of the backers are	100gsm.
All of the weight of the materials is	240gsm.
Thickness of all the material is	280mic.
Print side	Inkjet coating with adhesive on back side / .006
Back side	Paper backer that peels off / .006
Ink Limit (according to profiles)	
Pigment/Water: - indoor or outdoor	
Dye based inks: - mixed results use pigment/water base version	
Solvent inks: - (S) series – indoor or outdoor – liquid laminate for outdoor longevity	
Eco-solvent - indoor and outdoor - needs liquid or spray lamination for outdoor.	
Latex inks: - - indoor and outdoor - liquid laminate for outdoor longevity	
UV-UV curable inks: - indoor and outdoor use (do not over saturate if bleeding as in rare cases curling can occur due to printing very heavy solids). May need to add a border. Also, overheating during printing can weaken adhesive. So make sure you test in-house first. Photo Tex will not replace rolls under these instances. We are happy to send a free sample roll for testing in advance.	
*Photo Tex EX is water base and the EXS is Solvent base.	
<b>Outdoor Use:</b> 6-12 months weather proof/fading , if you print with pigment inks, water based and UV 1-12 months weather proof warranty, if you print with solvent inks – all results may vary by region and we recommend liquid *laminating or clear coating.	
<i>Do not use outdoors with Eco-solvent inks unless you **liquid or clear coat.</i>	
<b>Indoor Use:</b> So far we have had Photo Tex hanging without any issues concerning wear and tear indoors for 10 years using all inks.	
**We have seen a good one year + when Photo Tex is liquid laminated or clear coated outdoors.	

## Compatibility and more

- > We have had success with all inkjet format printers and good results with grand format flatbed printers.
- > Dye inks vary, Try fixation parameters of 350° F / 40 seconds dwell / 40 psi.
- > Works with offset (lithographic) presses in sheet form. – Photo Tex (Aqueous)
- > Works with DI press (Indigo, Nexpress, Igen). Solvent Version is more scratch resistant based on customer feedback.
- > Photo Tex is environmentally safe and bio-degradable over time, No PVC and nontoxic.
- > There is no Glycol-Ether or Formaldehyde in the adhesive and no Detrimental concerns of Phthalates.
- > (EX) series is a 50% stronger adhesive and not recommended for drywall painted surfaces. No warranty applies.