



Applied Media Floor Graphic Specification

Description

Applied Media is a self-adhesive horizontal flexible graphic system that can be bonded to a range of indoor and outdoor surfaces.

The full colour graphic is designed to facilitate durable temporary and semi-permanent directional signs as well as outdoor surface advertising campaigns under vehicular and / or high pedestrian traffic on station platforms / concourses, airport concourses, walkways, car parks, and numerous other transport hub and retail locations.

Designed Function:

Suitable for application on all sound surfaces, including but not limited to asphalt, concrete, wood, metal, rubber, ceramic tile, terrazzo, block paving and yorkstone.

Composition

Applied Media is a composite graphic system comprising of the following (from top to bottom):-

- Granular skid resistant transparent aggregate graded / largest size < 500 microns.
- Proprietary clear laminate to protect against UV degradation and wear.
- Elastomeric film overprinted with full colour digital print.
- High quality blend of polymeric materials, impregnated with a fibre membrane providing durability and strength in situ and during removal.
- Advanced polymeric pressure sensitive adhesive system providing an exceptional bond to the surface but balanced for ease of removal without damage to the substrate or residual adhesive.
- Polymeric release backing film.

Technical Specification

- Media manufactured from renewable high quality polymeric materials
- Underside fully coated with an advanced polymeric pressure sensitive adhesive
- UV cured digitally printed graphics
- Proprietary PU Acrylic coating applied at 100 microns \pm 10 microns film thickness
- Incorporated coated crystalline aggregate applied between 80 grams m² and > 50 grams m²
- Total thickness of graphic \leq 1.8mm
- Skid resistance \geq 45 Skid Resistant Value determined by BS EN 13036-4 :2011
- Slip resistance \geq 45 Slip Resistant Value determined by BS EN 13036-4 :2011
- Complies to B_{fl}-s1 Reaction to Fire Classification in accordance with EN13501-1:2007+ A1:2009
- Passes Smoke Density requirements when tested in accordance with BS 6853:1999 + A1 Annex D.8.6
- Passes Toxic Fume requirements when tested in accordance with BS 6853:1999: Annex B.2

Physical Properties

- INDOOR Applications.. durability and performance life practically tested \geq 6 months under normal use
- OUTDOOR Applications.. durability and performance life practically tested \geq 3 months under normal use
- The graphic is fully cleanable in line with manufacturer's instructions

Application and Removal

- Minimum substrate and ambient temperature of +5°C and rising during installation in line with manufacturer's instruction
- The graphic can be removed in large pieces without damage to a sound substrate or residue left on the surface in line with the manufacturer's instructions.
- Specific indoor and outdoor application and removal procedures must be followed in line with manufacturers recommendations. – Please refer to manufacturer's instructions

Cleaning

- The graphic can be easily cleaned with clean water and a standard Harris deck scrub brush followed by drying ideally with a wet vacuum or squeegee with a PU blade in line with manufacturer's instructions.

Packaging

- **Applied Media** is supplied in rolls and flat sheets.

Storage

- Keep in dry store under cover.

Shelf Life

- **Applied Media** has a maximum shelf life of 24 months.

Environmental

- Applied Media graphics can be recycled and Applied Media has a policy of sound environmental management to ensure that waste is managed in a responsible and legally compliant manner.

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