



## ***Applied Media Floor Graphic Specification***

### **Description**

**Applied Media** is a self-adhesive horizontal flexible graphic system that will bond 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 branding and 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 York stone.

### **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 m<sup>2</sup> and > 50 grams m<sup>2</sup>
- Total thickness of graphic  $\leq$  1.2mm
- Skid resistance  $\geq$  50 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<sub>fl</sub>-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 and without leaving an adhesive residue on the surface so long as it is installed and removed in line with the manufacturer’s instructions.
- Specific indoor and outdoor application and removal procedures must be followed in line with manufacturer’s 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.

**Performance monitoring and maintenance**

- It is important that the customer regularly inspects the graphic whilst in situ for signs of wear, damage, contamination or adhesive failure to ensure it continues to provide a safe and legible medium.  
Upon inspection if the graphic requires cleaning the customer should use the method above however if the graphic is showing signs of damage or degradation the customer must remove it immediately to avoid any safety issues.

**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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