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Version #8 (0518)  
Approved by J. S.

## Product

IMAGin® DecoMural™ DM032

## Product Description

DM032 DecoMural is a wall media with an 8.0 mil **woven canvas finish** on a white calendared PVC film designed for latex, UV and solvent-based ink jet printing. The product is coated on one side with a clear removable acrylic pressure sensitive adhesive and supplied with a 90# SuperFlat™ P.E. coated kraft liner.

IMAGin DecoMural wall media expands Mactac’s popular décor product range with a unique finish that can be used on almost any smooth wall. DecoMural is ideal for providing a short, medium or long term textured wall mural to any smooth surface. Easy to install and scratch resistant, DecoMural has a unique texture and feel, which allows for a painted-on appearance.

## Typical Applications

- Home decor
- High-end retail
- General Uplifting
- Hospitality decor
- Museum exhibits
- Trade shows

## Physical Properties

Property	Typical Values	Test Method
<b>Thickness in inches</b> Carrier plus adhesive	0.09 (229)	ASTM D-645
<b>Peel Adhesion, lb. /in. (N/25mm)</b> 180° on Stainless Steel - 24 hr.	2.1 (9.2)	ASTM D-903
<b>Quick Tacks, lb./in.<sup>2</sup> (N/25mm)</b>	2.1 (9.2)	Mactac CTM-25
<b>Dimensional Stability (Shrinkage), inches (mm)</b> MD CD	0.50 0.20	Mactac CTM-21 (Method D) 48 hours @ 158°F (70°C) 10" x 10" sample Bonded to aluminum
<b>Surface Burning Characteristics</b> <b>Meets: ANSI, NFPA and IFC</b> Flame Spread Smoke Density	Class A 15 35	ASTM E84-01 or ANSI/NFPA 255 or IFC 8-1
<b>Temperature Ranges</b> Minimum application: End Use:	50°F (10°C)* -40°F to 194°F (-40°C to 90°C)	

## Durability

The outdoor durability of the unprinted film is 3 year. Indoor durability for DecoMural is 3 - 5 years with up to 2 year removability after application on a sound surface.

- When applying DecoMural at temperatures below 50°F the soft vinyl face will become brittle. Therefore special care must be employed during installation to keep from tearing the face.

## Shelf Life

2 years from date of manufacture when stored at 60/77°F (15/25°C) and 50% relative humidity in the original package.

## Approved Printing Processes:

<b>Screen Printing:</b>		<b>HP Indigo</b>	<input type="checkbox"/>
UV Cured	<input checked="" type="checkbox"/>	<b>Off-set</b>	<input type="checkbox"/>
Solvent	<input checked="" type="checkbox"/>	<b>Off-set UV</b>	<input type="checkbox"/>
<b>Digital: UV Inkjet</b>	<input checked="" type="checkbox"/>	<b>Thermal Transfer</b>	<input type="checkbox"/>
Eco-solvent	<input checked="" type="checkbox"/>	<b>Flexographic</b>	<input type="checkbox"/>
True solvent	<input checked="" type="checkbox"/>	<b>Laser</b>	<input type="checkbox"/>
Latex	<input checked="" type="checkbox"/>	<b>Jetrion</b>	<input type="checkbox"/>

To achieve the best possible print quality, please make sure that the correct ICC profiles or printer settings are used. Profiles can be obtained from our Distributors or can be downloaded from [www.mactac.com/graphics](http://www.mactac.com/graphics). Printer and heater settings and ICC profiles can also be downloaded from some O.E.M. or software manufacturer's websites. The ICC profiles are provided solely as a customer resource. Print environments, the individual nature of printing systems, inks and software can significantly affect output.

## Limitations

Due to the wide variability of interior walls, sealants and paints, no claims for unsuccessful applications to or removal from painted wall surfaces are accepted by Mactac. It is the users' responsibility to determine the products suitability for the intended wall.

Over lamination of this inkjet-printed media is **not** recommended. This product is **not** designed for outdoor use.

## Application

Drywall is an extremely porous surface and sealing it up is difficult yet critical for graphic applications. Some drywall and painted surfaces can result in poor adhesion for a wide variety of reasons. Including:

- Highly textured surfaces
- High humidity areas or moisture behind the drywall.
- New drywall (anything less than one year old is considered new) does a lot of moving as the new building settles. And new drywall will shrink due to its relatively high moisture content, finally, new drywall will outgas as it dries out. All of these things may result in failure like edge lifting, or bubbles and blisters forming under the graphic.
- Drywall must be finished to level 4 or 5 for pressure sensitive wall graphics to be successful.
- Different paints require different cure times. Heavily pigmented paints take significantly longer time to cure. Environmental conditions can speed up or retard cure times. Graphics applied to



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un-cured paint may fail. **Consult with your paint manufacturer** for the proper primer and paint to use and their respective cure time.

- For these reasons, there is *no guarantee* for Pressure Sensitive graphics in drywall applications.
- Use the same lot number to complete a job. This will avoid potential lot to lot variability in the canvas structure.

## Printing and Handling Recommendations

Always test your combination of inks and Deco-media prior to commercial use.

- 1) Printing Conditions: Print in conditioned pressroom at  $\pm 73^{\circ}\text{F}$  ( $23^{\circ}\text{C}$ ) and 50% RH. The maximum allowable ink saturation is 270%
- 2) Drying Requirements: Solvent, Eco-solvent and Mild-solvent inkjet prints require 24 - 48 hr. drying time - open to the air. Inks do not dry when printed media is rolled up. DecoMural is not designed for lamination.
- 3) Transportation Conditions: To allow for easy transportation, Deco Satin can be rolled up, with the image out, with a minimum diameter of 6 inches (15cm). When the image is not protected by an overlaminate, make sure the print is completely dry and protected in a plastic bag. During transportation or storage, avoid exposing them to extreme temperature and humidity changes.

- *Values given are typical and are not necessarily for use in specification.*

**IMPORTANT NOTICE:** The information given and the recommendations made herein are based on our research and are believed to be accurate, but no guarantee of their accuracy or completeness is made. In every case, user shall determine before using any product in full scale production, or in any way, whether such product is suitable for user's intended use for their particular purpose under their own operating conditions. User assumes all risk and liability whatsoever in connection with their use of any product. The products discussed herein are sold without any warranty as to merchantability or fitness for a particular purpose, or any other warranty, express or implied. No representative of ours has any authority to waive or change the foregoing provisions, and no statement or recommendation not contained herein shall have any force of effect unless in an agreement signed by the officers of seller and manufacturer. Nothing contained herein shall be construed to imply the nonexistence of any relevant patents or to constitute a permission, inducement or recommendation to practice any invention covered by any patent without authority from the owner of the patent. The following is made in lieu of all warranties, express or implied: Seller's and manufacturer's only obligation shall be to replace or credit such quantity of the product proved to be defective at its discretion.

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