



New 54" VinylEfx Metalized Vinyl Print Media SCREEN & DIGITAL PRINT SOLUTIONS

What is it?

Attract attention without distracting from your marketing message with RTape's new 54" VinylEfx[®] Metalized Vinyl Print Media. The brilliant new Decorative Series films are compatible with a wide variety of solvent, eco-solvent, latex and UV curable inkjet inks and solvent and UV curable screen print inks.

The attention-getting films are ideal choices for Point-Of-Purchase posters and displays, interior wall graphics, retail graphics, museum graphics and tradeshow graphics. Coated with a permanent pressure-sensitive acrylic adhesive, VinylEfx Metalized Print Media adheres to a variety of standard metal and plastic sign substrates and smooth painted walls.

Available in 54" wide by 10- and 50-yard rolls, the printable films include the following patterns: Smooth Silver, Smooth Gold, Matte Silver, Fine Brush Silver.

VinylEfx[®] Matte Silver Advantages *

- Printable using thermal transfer, eco-solvent, solvent and UV inkjet printers, as well as solvent and UV screen print inks.
- EZ Application to flat, smooth surfaces such as sign blanks and painted drywall.
- Printing on smooth metalized films with a UV inkjet printer is sometimes problematic. The matte silver finish of RTape's new film scatters the light to prevent reflection from the lamps curing the ink in the print heads!
- **Note:** The use of an overlamine is not recommended on Matte Silver because the overlamine adhesive will flow into the texture of the film and change its gloss level and appearance.



54" VinylEfx[®] Print Media

Available Patterns

- Matte Silver *
- Fine Brush Silver
- Smooth Silver
- Smooth Gold

Applications

- P.O.P Displays
- Tradeshow Graphics
- Retail Posters
- Museum Graphics
- Wall Graphics

Digital Print Roll Sizes

- 54"x10 yds (137cm x 9.14 m)
- 54"x50 yds (137cm x 45.7 m)

Other Available Roll Sizes

- 24"x10 yds (61cm x 9.14 m)
- 24"x50 yds (61cm x 45.7 m)
- 48"x10 yds (122cm x 9.14 m)
- 48"x50 yds (122cm x 45.7 m)

RESPONSIVE
RELIABLE
RESOURCEFUL



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