



## Substrate Data Sheet

### 1251 Chrome Silver

**General Discription:** *This is an ink receptive metallized silver polyester film coated with a permanent pressure sensitive acrylic adhesive and backed with an ultra smooth clear polyester release liner.*

| Production Data | Value | Test Method |
|-----------------|-------|-------------|
|-----------------|-------|-------------|

#### Physical Properties

|                           |          |                              |             |
|---------------------------|----------|------------------------------|-------------|
| Thickness (Mils[microns]) | Film     | 2.0 (51) +/- 10 %            | ASTM D 3652 |
|                           | Adhesive | 3.9-4.1 (99-104) +/- 0.2 (5) |             |
|                           | Liner    | 4.0 (102) +/- 5 %            |             |

|                           |                       |                                       |
|---------------------------|-----------------------|---------------------------------------|
| Dimensional Stability (%) | No shrinkage observed | On Al panel at 160°F(71°C) for 24 hr. |
|---------------------------|-----------------------|---------------------------------------|

#### Adhesion Properties\*\*

| Ultimage Peel From Average | Oz/In | N/m  |  |
|----------------------------|-------|------|--|
| Stainless Steel            | 121   | 1331 | ASTM D 903 (Modified for 72 hour dwell time) |
| Acrylic                    | 160   | 1760 |  |
| Glass                      | 148   | 1628 |  |
| Polypropylene***           | 21    | 231  |  |

|                       |    |                      |
|-----------------------|----|----------------------|
| <b>Expected Shear</b> | 40 | ASTM D 3654 Method A |
|                       |    | a. 1hr. Dwell        |
|                       |    | b. 1 sq. in. surface |
|                       |    | c. 4 lb. load        |

\*\* For guidance only, not to be used for setting specifications. Due to the custom nature of this product, the data presented are based on three or less production runs.

\*\*\* Sometime product shows zippy adhesion.

|  |   |             |
|--|---|-------------|
| <b>Tack (gm/sq cm)</b>                 | 1710  | ASTM D 2979 |
| <b>Expected Exterior Life</b>          | Two Years   |             |
| <b>Service Temperature Range</b>       | -40°F to 302°F (-40°C to 150°C)                           |             |
| <b>Minimum Application Temperature</b> | 50°F (10°C)   |             |
| <b>Storage Stability</b>               | Two years stored at 70°F (21°C) and 50% relative humidity |             |

\*The U.S. Desert Southwest includes Arizona, New Mexico, and the desert areas of California, Nevada, Utah, and Texas. The exterior life of the products is reduced due to the high solar energy exposure in these areas.

#### Product Performance and Suitability

All of the descriptive information, the typical performance data, and recommendations for the use of LabelsYesterday™ products shall be used as a guide and do not reflect the specification or specification range for all particular property of the product. Furnishing such information is merely an attempt to assist you after you have indicated your contemplated use and shall in no even constitute a warranty of any kind by LabelsYesterday™. All purchasers of LabelsYesterday™ products shall be responsible for independently determining the suitability of the material for the purpose for which it is purchased. No distributor, salesman, or representative of LabelsYesterday™ is authorized to give any warranty, guaranty, or make any representation in addition or contrary to the above.