



## Substrate Data Sheet

### 2710 Gold Metallic Vinyl

**General Discription:** This is a 2mil cast gold metallic vinyl with clear permanent pressure sensitive adhesive and backed with a 78 pound white kraft liner.

Production Data	Value	Test Method
<b>Physical Properties</b>		
Thickness	Film & Adhesive 2.5 to 3.5 mil (0.063 to 0.09 mm)	n/a
Applied Shrinkage	0.008 inch (0.2 mm) maximum	
Tensile Strength (mimumum)	5lbs/in @ 73°F (0.9kg/cm @ 23°C)	

#### Adhesion Properties\*\*

Final adhesion value is 24 hours after application

Auto BC/CC	5 pounds/inch (0.9kg/cm)	n/a
Acrylic	7 pounds/inch (1.2kg/cm)	
Fruehauf prepainted panels	6 pounds/inch (1.1kg/cm)	
Aluminum, alodine	9 pounds/inch (1.6kg/cm)	
Polycarbonate	6 pounds/inch (1.1kg/cm)	
Polypropylene	3 pounds/inch (0.5kg/cm)	
Urethane Paints	4 pounds/inch (0.7kg/cm)	

<b>Chemical Resistance Characteristics</b>	Resists mild acids, alkalis, and salts Excellent water resistance
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Expected Exterior Life			Vertical Exposure: face of graphic is +/- 10 ° from vertical
United States	5 to 8 years		
U.S. Desert Southwest*	3 to 5 years		

\*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.

<b>Service Temperature Range</b>	-40°F to 225°F (-40°C to 107°C)
<b>Minimum Application Temperature</b>	50°F (10°C)
<b>Storage Stability</b>	Two years when stored at 70°F (21°C) and 50% relative humidity

#### 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.