

## ■ Design, Printing and Storage Guidelines

**EasyCling**<sup>®</sup> is a electrically charged polypropylene film. The benefit of using EasyCling is its ability to cling to virtually any clean, dry surface without leaving a residue. It adheres to wood, brick, metals, glass, drywall, plastic; any surface except certain fabrics. This unique ability creates new and creative ways to provide graphic images for many different applications. These include POP advertising, retail promotions, pharmaceutical and educational signage and greeting cards. To maximize the ability to cling it is important to consider the following design recommendations. The EasyCling film is glued on to a cardboard by two glue lines from the long sides of the sheet. One glue line is continuous and the other one has a dotted pattern. Do not cut the glue lines before printing. On the tail of the sheet it is recommended to leave an unprinted area. The colour bar should be placed 2 cm from the tail edge of the sheet.

## Sizes

**EasyCling**<sup>®</sup> is available in a 300µm white or clear film (film 50µm and paper backer 250µm , total thickness 300 µm). Standard sheet sizes are 35 x 50 cm, 48 x 65 cm and 70 x 100 cm. Custom sheets can also be manufactured. EasyCling can be tiled to create very large images. Minimum finished size should be at least 8 x 13 cm.

EasyCling is also available as colored sheets. The standard colors are: white, clear, and yellow, green, orange, pink on request.

## Inks

Design for as little ink usage as possible. Build PMS colors; process ink builds allow more charge to reach the surface than a solid PMS flood. 4-color process is also less dense and adds less weight to the piece. The EasyCling film is highly reflective and does not require heavy ink coverage to achieve a quality image. Avoid designs that would leave heavy deposits of ink near the edge of the piece to prevent the film from curling. Symbio Media Group does not recommend the use of varnish or aqueous coating. They will reduce the charge, curl the film, and void all product warranties. Use as little ink as possible. Heavy deposits of ink should be avoided to prevent the film from curling. Total ink coverage (TIC) should not exceed 240% in the colour build, a raster of 60 -70 l/cm is recommended. When having a combination of two or more solid colours – reduce the ink density on the press. When printing on the transparent material and using a covering white, please rasterize the covering white to 95%.

## Printing Guidelines

**EasyCling**<sup>®</sup> is a 50µm polypropylene film tipped onto a 200 gsm paper backer, and is printable in Offset and UV Offset. The EasyCling material itself cannot be printed on both sides; however, the liner can be printed on the back side. Clear EasyCling can be printed reverse or right reading for window applications. To enhance the color of an image on clear, an opaque white can be printed before a pass of 4 color process, or add the white last if reverse printing.

Fan the sheets properly prior to loading. Run in short lifts of 200-250 sheets. Strong air supply is essential for feeding EasyCling. Position feeder air blowers so that the air separates the first 10-15 sheets to minimize blocking. Use additional side blowers. Position side air-blowers at the front sides of the stack. Set the feeder for printing on thick materials. Run at max. press speed of 5000-7000 sheets per hour. Run with low levels of water. EasyCling absorbs practically no water and therefore very little water is needed. The plate requires only enough water to keep the surface wet. Set the print impression pressure as light as possible in order to avoid stretching of the film.

**Do not use any antistatic devices including sprays, tinsel, or on-press electronics.** These will reduce the static charge loaded in the material.

For the UV offset printer should expect a 4-6 hour cure time (drying time). For conventional offset schedule the drying time to 24-48 hours.

**Easycling**<sup>®</sup> cannot be screen printed and also not varnished or printed with aqueous coating. These processes will reduce the charge and affect its ability to cling. Symbio Media Group will not accept any claims, or warranty material, for Screen printed sheets, varnished sheets or sheets printed with aqueous coating.

## Drying


Adjust the UV lamps to a *minimum* level that still cures the inks but does not wrinkle the film. Is recommended that the heat of the lamps should increase progressively in the running direction of the material, applying less heat on the first lamps and more heat on the last lamps before delivery. When using a hybrid printing machine turn off the IR lamps if possible.

## Storage Guidelines

Store inside at room temperature, from 18 to 27C with a relative humidity level between 25% and 50%. If the pallets are kept in a cold warehouse, the material should be acclimatized to press room temperature in the sealed original wrap for 24 hours before opening it. Unwrap EasyCling once it has acclimatized to the press room temperature. Let the opened EasyCling pallet acclimatize to press room temperature 24 hours prior to running. Sudden changes of temperature and/or humidity may cause the film to wrinkle. After printing rewrap the remaining, unused material appropriately with plastic foil. Humidity and dust should be avoided to prevent EasyCling from wrinkling and losing its static charge.

## Finishing

**Easycling**<sup>®</sup> can be die-cut or kiss-cut to create unique images; avoid long thin pieces. EasyCling can also be perforated, scored and folded. Review any special finishing processes with your printer or post-press vendor. These guidelines for designing on EasyCling are collected from users of Symbio Media Group's products and are intended to help designers maximize the creativity, performance and printability of the material.

 Symbio Media Group aims to ensure the accuracy and relevance of the information given on the use and application of its products, however it cannot guarantee the data, some of which is based on outside sources. We suggest that the purchaser confirm product compatibility prior to use of this product.