

# Metamark MDP-H

## High Tack Promotional Grade Digital Vinyl



### Product Description

MDP-H has a high tack adhesive to solve the problem of adhesion onto smooth low energy surfaces, such as Polypropylene, Polyethylene and ABS, as well as for durable graphics on extreme sports equipment. The 100 micron film makes it suitable for print and cut labels and easy application.

### Features

- UK Manufactured premium intermediate product.
- High tack adhesive for hard to stick plastics.
- Matched MetaGuard MG-300 Overlaminates

### Benefits

- 4 year durability and MetaSure Warranty.
- MD Series for best in class print quality & wide colour gamut.
- For Solvent, Eco Solvent, Latex and UV printing.

### Face Film

|                     |                                |
|---------------------|--------------------------------|
| Face Film           | Monomeric Calendered Vinyl     |
| Gauge (ISO 2286-3)  | 100 micron nominal             |
| Tensile Strength    | 60N/25mm MD / 52N/25mm TD nom. |
| Elongation at break | 180% MD nominal                |

### Adhesive

|                         |   |                   |
|-------------------------|---|-------------------|
| Type                    | High tack permanent clear solvent-based acrylic |                   |
| Adhesion LDPE           | 20 min  | 5N/25mm nominal   |
|                         | 24 hour   | 15 N/25mm nominal |
| Adhesion Steel          | 20 min  | 22 N/25mm nominal |
|                         | 24 hour   | 28 N/25mm nominal |
| Adhesion Glass          | 20 min  | 22 N/25mm nominal |
|                         | 24 hour   | 28 N/25mm nominal |
| Perceived tack          | High  |                   |
| Application temperature | +10°C to +50°C                                  |                   |
| Service temperature     | -30°C to +100°C                                 |                   |

### Release Liner

|        |                               |
|--------|-------------------------------|
| Weight | 140 gsm nominal               |
| Type   | Layflat kraft with PE coating |

### Finishes

|                    |            |             |
|--------------------|------------|-------------|
| Finishes Available | MDP-H-200  | White Gloss |
|                    | MDP-H-301M | White Matt  |

### Roll Presentation

|              |                       |
|--------------|-----------------------|
| Roll Widths  | 0.76m / 1.37m / 1.60m |
| Roll Lengths | 50m / 25m             |

### Durability

|                     |   |
|---------------------|---|
| Shelf Life          | 1 years. (10-20°C and 50% R.H).   |
| External weathering | 4 years (Unprinted). Northern European conditions, vertical. Refer to full Metamark International durability guide.                 |
| Fire Rating         | Class B - BS EN 13501-1:2018  |
| Chemical Resistance | Unprinted film resistant to mild acids, aliphatic solvents, salt and alkali, diesel, gasoline, paraffin, hydraulic oil, antifreeze. |
| Regulations         | REACH and RoHS Compliant.   |

### Printing and Handling

- Always perform a test print first. Ensure that the correct profiles and heater settings are used. Refer to [www.metamark.co.uk](http://www.metamark.co.uk).
- Ensure that the material has reached room temperature and a relative humidity of 50% before printing.
- Do not handle the face film, ensure free from dust and static.
- Overlamination is recommended to prevent abrasion, extends colour fastness, and also offers easier handling.
- The matched laminate for MDP-H is MetaGuard MG-300 Series.

### Application

- Allow a minimum of 24-48 hours for the solvents to dry off before application of the overlaminate, or to the substrate, depending on the print and drying conditions this can often be in excess of 48 hours. Retained solvents will reduce adhesion levels.
- Apply unstressed, in particular to curves and recesses.
- It is not suitable for application over rivets or complex recesses.
- Suitable for wet or dry application.
- The user should determine suitability of substrate.

### MetaSure® Warranty

Metamark (UK) Limited warrants to its customers that graphics produced using Metamark Media and Overlaminates will remain in good condition without excessive fading or colour degradation for the specified life time of the ink used, when correctly stored, printed and applied in accordance with procedures outlined in the technical literature. If within the specified years of normal use Metamark Media and Overlaminates becomes ineffective for its intended use, then Metamark will provide sufficient material to produce a new replacement marking, and will at its own discretion, contribute an allowance in additional material towards the costs involved in replacing the graphics. In all cases, the converter is held fully responsible for storing, processing and applying the unconverted materials in accordance with Metamark's technical specifications. Metamark (UK) Limited will not be liable for any indirect or consequential loss or damage, and will not provide any allowance against improper usage, application accident, negligence, chemical damage or improper repair. The above data is given in good faith to provide an indication of the performance of the product. Purchasers should consider the suitability of each product for its intended use and the purchaser assumes all risks in connection with such use. Seller shall not be liable for damages in excess of the purchase price of the product nor for incidental nor consequential loss.

### Metamark (UK) Limited

- Lunsdale • New Quay Road • Lancaster • LA1 5QP • Tel +44 (0)1524 387140
- Metamark House • Genesis Business Park • Albert Drive • Woking • GU21 5RW • Tel +44 (0)1483 571111

[sales@metamark.co.uk](mailto:sales@metamark.co.uk)  
[www.metamark.co.uk](http://www.metamark.co.uk)