



TECHNICAL ASSISTANCE

www.MACtac.com

TA2040 (0204) JS

MACtac Floor Graphic System

The most promising area of promotion may be right under your feet.

Floor graphics need to be durable, long lasting and best of all – eye catching. At MACtac®, we have the right combination of base films and overlaminates to produce a high-performance floor graphic system.

The MACtac Floor Graphic System: As easy as 1, 2, 3

Typically found in retail stores and museums, floor graphics can be produced for environments ranging from high to low foot traffic areas or for short to long-term use. The *MACtac Floor Graphic System* consists of performance-matched overlaminates and base films for all printing methods, as well as installation assistance. Simply answering the following questions will help you select the right components for your floor graphic application and ensure a successful installation.

1) Base Films: What is your preferred printing method?

MACtac Floor Graphic Systems can be built using a wide variety of printing methods, including:

- Water-based inkjet: Ideal for short-term graphics, MACtac's *IMAGin® JT1000 Series (JT1848R)* matte white digital media is designed for water-based inkjet printing using water-based dye, UV or pigmented ink sets. *Note*: In water-based applications, the edges must be completely sealed.
- Solvent-based inkjet: Digitally print your image directly onto MACtac's *IMAGin JT5000 Series (JT5828R, JT5829R, JT5999R)* matte white, gloss white or gloss clear digital imaging media.
- E-Stat transfer: To easily transfer images, use *IMAGin JT5000 Series (JT5829R, JT5999R)* gloss white or clear vinyls with removable adhesive.
- Screenprinting: Screenprint your image onto *MACscreen® Series (MACal® 8100R)* white or clear removable, non-topcoated vinyls, which are suitable for UV and solvent screenprinting.
- Electrostatic Transfer: Using heat (300°F) and pressure (90 - 100psi) transfer your image from the imaged e-stat paper to *IMAGin JT5000 Series (JT5829R, JT5999R)* gloss white or clear vinyls with a removable adhesive system.

2) Overlaminates: What is the intended traffic pattern?

The answer will help you select the correct overlaminate. Overlaminates are critical to the success of a floor graphic. They protect and seal the image while offering excellent slip resistance. In fact, both Permacolor products offer a slip resistant finish that exceeds the industry standard ASTM D2047 Static Coefficient of Friction Requirements.

- Permacolor® IP6200, a 5-mil polycarbonate film, has superior abrasion resistance for high foot traffic applications or long-term (up to 2 years) installations.
- Permacolor PF6300, a cost-effective textured vinyl with moderate abrasion resistance, is designed for short-term applications (up to 6 months) or light foot traffic areas.

3) Installation: What you need to do:

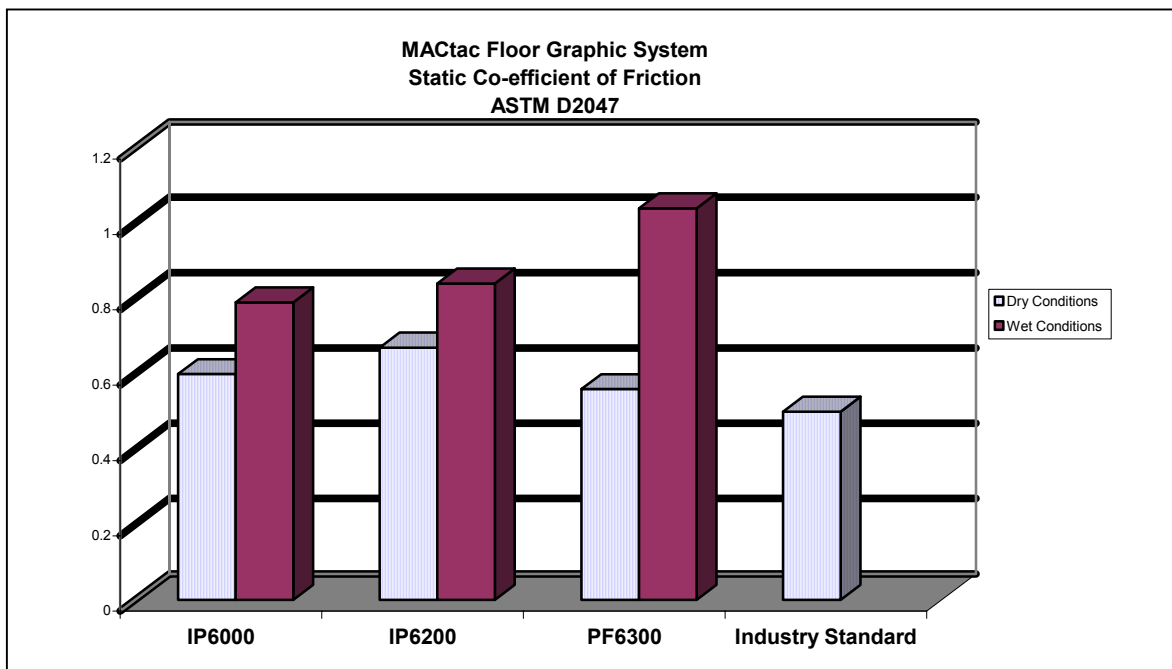
After you have selected your printing method, created your image and laminated with the appropriate overlaminate film:

- 1) Locate an appropriate application surface. While most floor graphics are developed for use on standard tile floors typically found in most commercial stores, they can also be applied to smooth, sealed concrete and sealed hardwood floors. (Not recommended for soft surfaces, such as carpet or rubber mats.) A clean floor is also critical to success. Floors must be cleaned first with a commercial cleaner and then washed with isopropyl alcohol to remove any grease or residual cleaner solution.

- 2) Pre-position the graphic on the floor to ensure proper placement and apply your graphic to the floor, using these steps:
 - Remove one edge of the liner from the graphic and, when carefully positioned, apply onto the floor.
 - Using a squeegee, work from the center of the graphic out with firm, even pressure. Remove the remaining liner and use the squeegee to apply the remainder of the graphic to the floor with short, overlapping strokes, again from the center out.
 - Avoid trapping air bubbles between the graphic and the floor.
 - Finally, re-burnish all edges to ensure good contact with the floor.

Floor Graphic Maintenance:

After installation, allow the floor graphic to set for eight to 12 hours before waxing, scrubbing or polishing the floor. MACtac strongly recommends the floor graphic ***be waxed*** if a buffer or industrial strength floor cleaners are used for cleaning. Waxing seals the edges of inkjet prints and actually protects the graphic from industrial cleaning chemicals and power floor scrubbers. Be sure to select a floor wax that meets or exceeds the industry standard for Static Coefficient of Friction value (0.5) using the ASTM D2047 test procedure.



Test Results:

Shoe Material: Official Test Leather,

Laboratory Conditions: 23°C, 50% RH,

Dates Tested: IP6000 & IP6200; March '95

PF6300; July '98

Testing completed by The United States Testing Company, Inc.

Fairfield, NJ.

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