

ImagePerfect™ 2551 is a white gloss monomeric vinyl with a repositionable, removable adhesive that allows for easy-to-use, customer-friendly application. It has been specially created for digital printing on large-format inkjet printers and is suitable for printing with eco solvent and solvent inks as well as UV-cured and latex inks (with the exception of 3rd generation inks when used with 300 series printers).

## IP 2551

ImagePerfect™ 2551 is a 170µ white gloss product with high levels of printability. It can be applied quickly and easily by non-professional end-users with limited or, indeed, no application experience. The 170µ film gives the product 'body' and it is, therefore, very easy to handle. The adhesive system has a low level of initial tack together with high levels of repositionability to facilitate application. It should only be used for 2-D applications and is ideal for use on surfaces such as glass, aluminium, painted surfaces, paper and cardboard. It can be used for applications such as self-adhesive posters in retail spaces and on exhibition stands, for short-term advertising, for point-of-sale installations, for promotional vehicle applications (not full wraps) and for removable labels. It can also be applied to vinyl prints/signage to allow for short-term, removable/changeable information, messages and decoration. Please be aware that it is not recommended for application to surfaces that contain plasticiser, such as Forex, Polystyrol, acrylics, PVC-coated mesh, etc. We would recommend that the product is tested on the substrate before final application to determine that it is suitable for purpose. Laminate: IP 2820-101, IP 2820-200, IP 2830-101, IP 2830-102, IP 2830-200, etc. Attention: Please ensure the printed IP 2551 is completely dry before laminating. In order to ensure that the product lends itself properly to repositionability and removability, before the IP 2551 is applied, the surface should be completely clean. The use of IP Surface Cleaner (MIP1000) and the lint-free, IP Surface Cleaning Cloths (MMS8373) is a good match-component cleaning solution to ensure that the surface is dry and free of dirt, debris, dust, oil and grease. Please note: When the product is converted on an HP 500 series printer, it is essential that the "cleaning cylinder" is used.

Specifications	
DESCRIPTION	Monomeric vinyl
COLOUR	White gloss
THICKNESS	170µ
WEIGHT	260g/m <sup>2</sup>
ADHESIVE	Acrylic, removable
ADHESIVE STRENGTH	N/A
RELEASE PAPER	PE-coated siliconised paper, 140g/m <sup>2</sup>
TEMPERATURE RANGE	-5°C to +70°C
DURABILITY (UNPRINTED)	3 years
FLAME RETARDANCY	B1
SHELF LIFE	2 years, 20°C / 50% humidity
RECOMMENDATION	For optimum quality, please ensure that the media feed adjustment has been completed for this material

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Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of this material for its specific use. All technical data are subject to change.

The durability is based on mid European exposure conditions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the graphics. For instance, exterior performance will be decreased in the case of signs facing south, in areas of long high temperature exposure such as southern European countries, in industrially polluted areas or in areas of high altitude. Also, for horizontal applications, exterior performance will decrease.

The print media should be completely dry before further processing, such as cutting, laminating, varnishing or application, or the residual solvents can otherwise change the specific features of the product. To ensure the best possible outcome, the match-component ImagePerfect™ profile should be used with the relevant ImagePerfect™ media.