

Durapro Floor Shark Media

DURASHARK

Durapro Floor Shark Media is a PVC-free pressure sensitive film ideal for short to medium-term floor graphics. Suitable for most indoor floor surfaces like low-pile carpets, vinyl, tiles, wood laminate, smooth-polished concrete with no over laminate required. The film is easy to apply & easy to remove - does not tear into small pieces when removing. Featuring a slip-resistant surface and ultra-tough polyester base that resists tearing. Ideal for exhibitions, POS, retail promotional applications. Recommended for indoor applications onto smooth or low-pile carpeted surfaces.

Key Features

- ▶ PVC-free
- ▶ No need to laminate
- ▶ Very good slip resistance – R10 certified
- ▶ Unique coating absorbs the ink & dries tough
- ▶ Ultra-tough polyester base resists tearing from such items as pallet trucks & stiletto heels
- ▶ Gives great colour gamut and high grip
- ▶ Easy to apply & easy to remove
- ▶ Zero stretch, enabling very accurate panel joints
- ▶ No shrinkage - no risk of a rim of dirty adhesive forming around the print
- ▶ Applied durability of up to 6 months depending on applied surface & mechanical load

Applications

- ▶ Indoor floor graphic displays
- ▶ Supermarkets & shopping centres
- ▶ All smooth hard floors e.g. concrete & tiling
- ▶ Low pile carpet tiles

Specifications

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|-------------------------|--|--------------|--------------|
| Thickness: | 170µ / 6.7mil | | |
| Weight: | 224 gsm | | |
| Dimensions: | 1370mm x 25m | | |
| Base Material: | Polyester | | |
| Adhesive: | Acrylic removable | | |
| Adhesion: | After 24 hours 16 N/25mm | | |
| Slip Resistance: | R10 certified | | |
| Recommended Conditions: | Printroom | 15°C – 30°C | 30% – 65% RH |
| | Usage | -40°C – 80°C | 10% – 90% RH |
| | Storage | 10°C – 20°C | 20% – 50% RH |
| Ink Compatibility: | Latex, Eco-Solvent, Solvent & UV-Curable | | |

Pre-Installation Instructions

Durapro Floor Shark is an ultra-tough polyester film with zero stretch, enabling very accurate panel joints. It is recommended to use rounded edges on your floor graphics film and avoid complicated shapes with tight angles as this can lead to edge lifting.

Installation must be undertaken as follows.

- ▶ Smaller panels are very quick and easy to apply without special technique but if covering a much larger area, with multiple panels several metres long, the following technique is strongly recommended.
- ▶ If covering a very large area, have your designer split the panels on the shorter length e.g. if a 4m x 9m area, each panel should be 4m long plus bleed.
- ▶ The floor must be clean, dry, smooth and all dust and debris removed. Lay out the entire floor graphic and apply with masking tape in the exact position required. Allow at least 20 cm bleed all round if covering a full floor area e.g. a plinth at a trade show and cut the excess after installation.
- ▶ If applying in multiple panels, start on the left side and apply this panel first. Use 8cm overlap joints.
- ▶ Create a tape hinge in the centre of the panel—two overlapping lines of masking tape required, ensuring this hinge is firmly taped to the floor.
- ▶ Then tape 50% of the graphic down at the edges to ensure the graphic cannot move, flip the other 50% of the panel over and remove the liner up to almost the tape hinge.
- ▶ Carefully cut the liner with a sharp scalpel and discard.

- ▶ Then lift the graphic and flip it over, keeping the adhesive from contacting the floor.
- ▶ Hold at circa 25 degrees to the floor and keep a firm tension, whilst a colleague uses a 15-20 cm squeegee to apply the graphic to the floor. Use light and steady pressure and each stroke must be at 90 degrees to the run of the graphic.
- ▶ Installation is very quick, easy and incredibly accurate but only if this hinge and squeegee method is used; ensuring perfect joins in the final printed artwork.

Product Removal

- ▶ Durapro Floor Shark has been developed to be suitable with the majority of smooth floors like tiles, concrete, laminate floors, carpet tiles etc. Ensure the floor finish is well bonded to the floor to avoid premature lifting of the graphic, or de-bonding of the floor finish from the floor when the graphic is removed. It is recommended running a small test if you have any doubts.
- ▶ Remove the panels by lifting one edge and pulling it off at a sharp angle with smooth, even tension. A scraper, such as a putty knife, may be used to lift the edge if needed.
- ▶ In the unlikely event that adhesive residue remains on the floor; simply remove with standard adhesive remover. Soak the adhesive residue with the adhesive remover spray and remove with a scraper.
- ▶ As an alternative to adhesive remover, acetone or white spirit can be used. If using acetone or white spirit please consult with your H&S officer first, as you will have to carry out your own risk assessment on this method. After removing the bulk of the adhesive, soak a cloth with isopropyl alcohol and rub the floor to remove the final residue. Do not use isopropanol alcohol first as it will be ineffective.

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