



# CIRCLEGRAPHICS

## Heavy-Duty Vinyl

Vinyl Flex is designed for both indoor and outdoor billboard and wall mural advertising applications. This flexible sign substrate is constructed of a durable semi-gloss, three-ply material with PVC on the outside layers and polyester scrim inside.

### Typical Uses

This product is typically used for long-term billboard and wall mural applications.

<b>Substrate Characteristics</b>	<b>Value</b>
Thickness	0.35 mils
Tear Strength	55 lbs
Tensile Strength (maximum stress that a material can endure before it fails and permanently deforms)	165 lbs/in
Tack:	N/A
Weight: (oz/yd <sup>2</sup> )	13
Weight: (lb/ft <sup>2</sup> )	0.1116
Weight: (grams/meter <sup>2</sup> )	440
Media Width	up to 192"
Recyclable	No
Weathering	Withstands temperatures as low as (-55) degrees Fahrenheit and is anti-mildew and anti-UV.

<b>Chemical Characteristics</b>	<b>Value</b>
MSDS/Exemption	Available Upon Request
Flame Retardant	Yes
Flame Resistant	Yes
MEA Certificate ID	MEA-268-03-M For use when posting within New York City.

<b>Finishing Characteristics</b>	<b>Value</b>
<b>Color</b>	<b>White (black back)</b>
<b>Common Finishing</b>	<b>Finished with 6" of bleed around the perimeter with 3.5" pockets</b>
<b>DPI</b>	<b>360</b>
<b>Overlaminates</b>	<b>This product does not use an overlaminates</b>

## **Special Characteristics**

This product is extremely durable as well as black backed for improved visual performance on panel-free (Hurricane) structures.

## **Expected Performance Life**

This product has an expected performance life of two (2) years when used in accordance with the manufacturer's specifications and industry standard posting practices.

## **Handling and/or Common Shipping Practices**

All vinyl flexes are folded and labeled with a small color image of the artwork on the pocket. They also have our Order and Line item number, Size information, and Orientation information (e.g., "TOP LEFT (front)" meaning this would be the top left of the flex when viewed from the front). We ship in both boxes and wrapped PE. Shipment in tubes is available at an extra cost to handle tubing and special freight arrangements.

On each box there are three labels: 1) a shipping label with details of the shipment provided by our shipping company, 2) a packing slip indicating the job number, product type, quantity ordered and quantity contained in that box and 3) a picture label with a black and white image of the board contained in the box.

## **Storage and Care**

We DO NOT FOLD INK-TO-INK. Circle uses solvent-based inks like all digital printers. These inks have a tendency to "stick to themselves" even when completely dry. Vinyls leaving our factory are not folded where ink touches ink. We use a "release liner" that protects the very first fold from being ink-to-ink. Likewise, we ask that our Customers take care when handling or re-folding their vinyls. The Customer should always use a non-stick material to protect the print side before they lay it on top of another printed section.

This product may be cleaned with a wet, non abrasive product without strong solvents or alcohol.

## **Warranty and Limited Remedy**

The following is made in lieu of all other express or implied warranties, including any implied warranty of merchantability or fitness for a particular purpose or implied warranty arising out of a course of dealing, custom or usage of trade: all Circle Graphics products are warranted to be free of defects in materials and manufacture at the time of shipment and to meet the specifications stated in this Product Bulletin. Circle Graphics will replace or refund the price of any Circle Graphics product that does not meet this warranty within the specified time periods. These remedies are exclusive. In no case shall Circle Graphics be liable for any direct, indirect, or consequential damages, including any labor or non-Circle Graphics materials charges.