

## K57293 Bright Chrome

### Product Description

This high gloss silver metallised PVC vinyl has a mirror type finish, specially developed for promotional and aftermarket automotive applications. Please Note: Chrome is not used in any part of the process.

This PVC vinyl is printable using screen-prints and Offset Digital (ECO) Solvent, Digital Thermal Transfer and Digital UV-curing.

### Recommended Uses

- Promotional and aftermarket automotive applications

### Products Available

- K57293 Bright Chrome

### Face Film

75µm Metallised PVC

### Adhesive

25g/m<sup>2</sup> clear permanent acrylic solvent-based adhesive

### Release Liner

Single-sided PE

### Widths

1220mm

### Durability

Up to 5 years outdoors when edge sealed (vertical exposure, mid-Europe)

### Shelf Life

2 years  
(out of direct sunlight, between 15°C and 23°C, 30% to 70% relative humidity)

## Physical Characteristics

	Test Method	Typical Value
Film Thickness	ISO 4591:1992	75µm
Elongation	ISO 527-3:2018	30%
Dimensional Stability (48 hours/70°C)	FTM14/Aluminium	<0.6mm
Gloss 60°	ASTM D523-14 (2018)	Very High Gloss
20 minute 180° Peel	FTM1/Painted Steel	700 N/m
24 hour 180° Peel	FTM1/Painted Steel	800 N/m
Heat Resistance at 100°C for 1 hour		Slight reduction of gloss
Flammability		Self-extinguishing
Artificial Weathering	Xenon Arc	>500 hours
Outdoor Weathering	Vertical Exposure/Mid Europe	Up to 5 years when edge sealed
<b>Temperature Range</b>		
Application Temperature		+10° to 25°C
Service Temperature		-40°C to 90°C
<b>Resistance to various liquids after application and conditioned for 24 hours at 23°C. Results examined 1 hour after test</b>		
Humidity	24 hours at 38°C and 100%	No effect
Water (Distilled)	24 hours at 32°C	No effect
Diesel Fuel	1 hour at 23°C	No effect
SAE Motor Oil	24 hours at 23°C	No effect
Antifreeze/Water (1:1)		No effect

## Product Usage Guide

KPMF films should not be applied to unsound surfaces or to surfaces which may subsequently crack, peel, outgas or are of low surface energy.

Prolonged exposure to high and low temperatures in the presence of chemicals such as solvents, acids etc. may eventually cause deterioration. Actual performance will depend on substrate preparation, exposure conditions and application of marking.

Although we have good control of the colour production of KPMF products at our multiple locations, as with all other manufacturer's products, customers should be aware that there may be subtle variances between samples, swatches and production materials, so therefore it is advisable to avoid using different batches of material for the same end application to avoid possible colour shifts between the batches.

Products that have the metallic finish are considered to be special products in view of their pigmentation. In order to achieve the metallic effect, special pigments must be used. The pigmentation causes the surface sheen to be generally more uneven. The stability of these products on weathering tests also varies, depending on the pigmentation. However, in general results are much less stable than the other no metallic products in same series. Depending on the type of application (i.e. horizontal or vertical base) the life expectation of the film is lower, particularly in the case of higher atmospheric temperatures. The reduction in stability during weathering tests becomes noticeable as it causes increasing discoloration and the loss of mechanical characteristics. Care should be taken when completing applications using metallic finished products, if the adhesive side of the vinyl is allowed to overlap and make contact with the face of the film this could result in aluminium particles being lifted from the face of the film leading to a slight change to the perceived colour and finish being observed.

Application temperature onto clean, dry surface Min +10°C.

As permanent adhesive is used, it may not be possible to achieve total, clean removal.

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### Product Warranty

*Kay Premium Marking Films are produced under stringent manufacturing conditions. The information and typical values shown are based upon research believed to be reliable and are provided without guarantee and do not constitute a warranty. The values are not for use in specifications. Ink and paint systems can affect the performance of film and also the adhesive properties, as can application techniques. Users are advised to ensure that performance and reliability are not compromised by determining the suitability of each product prior to its intended use.*

*Kay Premium Marking Films are produced under careful quality control and are warranted to be fit for the purpose and free from defect in material and workmanship. Any material shown to be defective to our satisfaction at the point of sale shall be replaced free of charge. Kay Premium Marking Films Limited liability to the purchaser shall in no circumstances exceed the cost of the amount of the defective material supplied.*

*There is no guarantee made for; ease or speed of graphic removal, removal from improperly cured paint, removal from oxidized or chalked substrates, or from horizontally exposed outdoor applications. Due to the large variety of available substrate finishes, it is advisable to fully evaluate small areas particularly after printing prior to complete applications.*

*The data included on the Data sheet shows typical properties and should not be taken as a guarantee for performance.*