Product Focus

Performance Translucent White

When it's dark outside, conventional one-way vision see-through graphics produced using white on black perforated window film may not be visible at all if interior lighting overpowers the image or there is no adequate exterior illumination.

Performance Translucent White perforated window film utilizes the ambient building lighting and offers great results, both day and night. Existing internal lighting is usually sufficient to create a backlit effect with the use of *Performance Translucent White*. The impact of the illuminated graphics can be increased by removing point sources of light from directly behind the window and adding spot or flood lights from outside the field of vision.

The daytime view out through *Performance Translucent White* is still remarkably good and natural light is allowed into the building. The eye will tend to focus on the outside view and ignore the ghost image of the print that is visible on the inside of the film.

Performance Translucent White is available in both Standard Definition (70/30) and High Definition (HD) 60/40. Our HD version gives a superior image quality utilizing our exclusive 1mm micro perforations. It also offers the smoothest see through from the reverse.

Product Specification

Product name	*Performance Translucent White*	*Performance HD Translucent White*
Product code	TWPAG30	TWPAG40HD
Transparency	(70/30)	(60/40)
Application	Outside / Inside (unprinted for privacy applications)	Outside / Inside (unprinted for privacy applications)
Roll width	54 inch	54 inch
Roll length	30ft / 150ft	30ft / 100ft
Primary uses	Outdoor Advertising, Retail Promotions, Shopping Malls	Outdoor Advertising, Retail Promotions, Shopping Malls, Fine detail print

Product Focus

Consideration needs to be given when using *Performance Translucent White* as strong sources of internal lighting at the wrong angle may burn through the graphics. Overall the impact of the graphics will always be greater than with conventional white on black perforated films.

Ideal situation

Ideal lighting conditions for *Performance Translucent White* deliver exceptional results. Directional lighting should be positioned beyond the line of sight through the applied graphic from the outside and directed onto the graphics' reverse side. Other interior lighting should be switched off if the interior surfaces are light in color, but may be left on if the surfaces are dark or the directional light is sufficiently powerful.

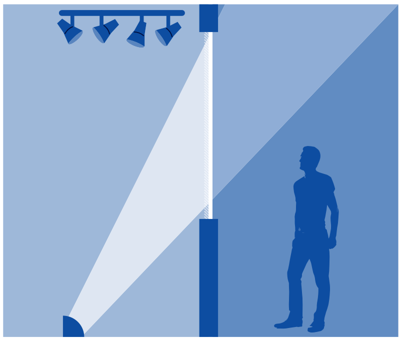
Acceptable situation

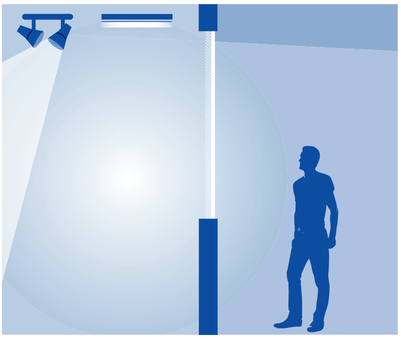
Acceptable lighting conditions for *Performance Translucent White* deliver variable results but a considerable improvement over conventional see-through graphics. Directional lighting beyond the line of sight through the graphics to the interior should be directed onto the reverse side of the graphic. If walls and other surfaces are light in color and other lighting can't be extinguished, the results will lack the contrast and impact achieved in ideal conditions.

Non-ideal situation

In situations where the environment behind *Performance Translucent White* is lit with heavily diffused illumination sources that can't be turned off and the walls and other surfaces visible are lightly colored, or if point and diffused light sources are visible through the graphic from the exterior, results will be sub-optimal and other means of illumination should be explored.

> **" Ideal lighting conditions deliver exceptional results. "**





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contrAvision® Technical Data Sheet

Product Name:	**Performance™ HD Translucent White**	Page: Revision: Date:	1/2 1 (CVNA) 22 October 2019
Product Reference:	**TWPAG40HDA**	Replaces: Authors:	None RAS

Description

Performance™ HD TWP40AHD is a Translucent White perforated self-adhesive vinyl with 40% transparency; and a removable, pressure-sensitive adhesive, featuring a Universal Liner with Grayliner™ technology. This film is used to create backlit see-through graphics. This allows an image to be seen on the outside of a window during the day while allowing viewing through from the inside, and during the hours of darkness (in appropriate lighting conditions) allows the image to be backlit so that it can still be seen on the outside. A ghost reverse image of the print can be seen from the inside, although the mind will concentrate on the outside view and not the ghost image.
This promotional film features a part-perforated paper liner and is intended for UV-cure, solvent, 'eco-solvent' and latex inkjet printing, and screenprinting.

Typical Properties

PROPERTY	VALUE
Face film	Translucent White polymeric calendered pvc 55-60% opacity, 40-45% transmission (when unperforated).
Film thickness	7.1 mil ± 0.4 mil (180µm ± 10 µm)
Hole pattern	40% transparency; 0.04" (1.0mm) diameter holes
Adhesive	Transparent solvent polyacrylate 1.23 oz/yard2 ±0.09 oz/yard2 (35g/m2 (±3g/m2)
Liner	Part-perforated Universal Liner. Perforated silicone coated paper laminated with grey-printed paper backprinted with Contra Vision® Performance™ branding.
Liner weight	5.36 oz/yard2 ±0.18 oz/yard2 (152g/m2 ±5g/m2) after perforating
Application temperature	Minimum: 39°F (4°C) air and substrate
Peel adhesion 24 hours	14.4 oz/In(4N/25mm) Printed film on glass, typical value
Peel adhesion 1 month	18 oz/in (5N/25mm). Printed film on glass, typical value
Removability	Minimum 12 months clean removability without adhesive residue at 73°F to 77°F (23°C to 25°C)and RH of 50-60%
Durability	3 years Durability stated is for unprinted and untreated material correctly applied to an inert, vertical substrate subject to Mid-European weathering conditions. Some printing inks and drying or curing regimes may reduce the expected lifetime of the printed graphic. Please consult your ink manufacturer for guidance. Incorrect application methods, inadequate window cleaning and preparation and incompatible window treatments may reduce the expected lifetime of the applied material whether printed or unprinted, overlaminated or unlaminated. Mechanically sustained damage, chemical damage and UV-degradation to printed, unprinted, laminated or unlaminated material may also reduce expected durability. Typical application life is eighteen months. All perforated window films are especially vulnerable to damage along the edges and corners, which may lead to premature failure.
Shrinkage	x direction ≦0.6%, y direction ≦0.6% FTM14
Service temp	-13°F to 149°F (-25°C to 65°C)
Shelf life	2 years Under ordinary condition at temperature of 72°F (22°C) and relative humidity of 50-55%
Other info	

Product Name:	**Performance™ HD Translucent White**	Page: Revision: Date:	2/2 1 (CVNA) 22 October 2019
Product Reference:	**TWPAG40HDA**	Replaces: Authors:	None RAS

Regulations

Some countries and regions have laws or regulations requiring minimum light passage that may limit or preclude the use of this product on vehicle windows. The user is responsible for determining and complying with all applicable standards.

Substrate Recommendations

This product is not recommended for use on glass with coatings such as anti-reflective, self-cleaning and scratch-resistance, which may be damaged during film removal.

Application Recommendations

Apply the film using a dry application method. Surfaces to which the material will be applied must be thoroughly cleaned from dust, grease or any contamination. Final clean with soap and water. Rinse and dry glass after cleaning.

Not to be applied to fresh paint or ink, polycarbonate, rubber, plastic moldings and certain PVCs. In case of doubt, please test prior to final application.

This product is not recommended for use around a sharp angle where there is a limited area either side of the angle.

The film must not touch the rubber window molding. If two graphic panels meet side by side on a window, carefully trim the film so that the panels meet and form a butt seam. Do not overlap the panels.

Observe the minimum application temperature, and the graphics should not be washed within 24 hours of application.

Printing Recommendations

Universal Liner construction, correctly printed, eliminates the “bridging” over the perforated holes that can occur with UV curing inkjet printers and Replacement Liner construction.

After printing the ink must be thoroughly dry, including in the perforated holes to avoid any contamination, particularly during lamination.