

Product Focus



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Performance White on Black 40%

Performance White on Black 40% is part of Contra Vision's premium range of perforated window films, made from high-performance, thick calendered polymeric face-films.

The product is manufactured to exacting standards to provide high quality printing, minimal shrinkage and problem-free installation and removal.

White on Black perforated window films for one-way vision are typically applied to the outside of windows with the graphics facing outwards and the black side facing inwards.

We recommend Performance White on Black for use on longer term applications, vehicle graphics and any other arduous applications, and where speed of removal is important, for example on building wraps.

It is the most popular transparency option, with a good balance between image impact and through-vision, making it particularly suitable for vehicle windows and full building wraps.

The thickness and durability of the polymeric vinyl formulation means that an overlamine is only needed in locations where the graphics will be exposed to rain and/or dirt where constant through-vision is an essential requirement or in situations when the films are exposed to abrasion or chemical washing.

Product Specification

Product name	Performance White on Black
Product code	WBPRG40*
Transparency	40% (60/40)
Application	Outside
Roll width (s)	54 inch
Roll length (s)	30 ft / 150 ft
Primary uses	Building Wraps, Outdoor Advertising, Vehicles/Transit

“ Most popular transparency option, with a good balance between image impact and through-vision, making it suitable for vehicles and building wraps. ”



View from outside



View from inside

*Please note this product is NOT suitable for UV printing. If you need to print with UV please use WBPAG40.

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Product Name:	Performance™ White on Black	Page:	1/2
		Revision:	2 (CVNA)
Product Reference:	WBPRG40C	Date:	01 February 2019
		Replaces:	C
		Authors:	RAS

Description

Performance™ WBPRG40C is a White on Black perforated self adhesive vinyl with 40% transparency; and a removable, pressure-sensitive adhesive, featuring a Replacement Liner with Grayliner™ technology. This film allows an image to be seen on the outside of a window while allowing viewing through from the inside.

This promotional film features an unperforated paper liner and is intended for solvent, 'eco-solvent' and latex inkjet printing, and screenprinting.

Typical Properties	
PROPERTY	VALUE
Face film	Warm White on Black laminated polymeric calendered pvc
Film thickness	7.1 mil ± 0.4 mil (180µm ± 10 µm)
Hole pattern	40% transparency; 0.06" (1.60mm) diameter holes
Adhesive	Transparent solvent polyacrylate 0.99 oz/yard ² ±0.09 oz/yard ² (28g/m ² ±3g/m ²)
Liner	Unperforated Replacement Liner. White paper: grey, PE and silicone coated on top side only, backprinted with Contra Vision® Performance™ branding.
Liner weight	5.64 oz/yard ² ±0.18 oz/yard ² (160g/m ² ±5g/m ²)
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	3 years Under ordinary condition at temperature of 72°F (22°C) and relative humidity of 50-55%
Other info	

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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

Replacement Liner construction is not recommended for use with UV curing inkjet printers. Depending on the brand of ink and density of the print, "bridging" can occur over the perforated holes after removal of the Replacement Liner, in relatively dark areas of a design. This is eliminated with Universal Liner. We therefore recommend Universal Liner for UV inkjet printing.

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

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