

# EM3

## WHITE PRINT MEDIA

3.0mil Economy Polymeric Hybrid Print Media

### PRODUCT DESCRIPTION

ICON® EM3 is a flexible 3.0mil polymeric hybrid print media, designed for consistent performance in general signage applications with up to a 4-year outdoor life. Clear, solvent-based acrylic adhesive provides superior adhesion, clarity, and durability, significantly outperforming similarly-priced films utilizing water-based adhesives. Good dimensional stability, exceptional printability, and clean removability makes ICON® EM3 the clear choice for short-term signage applications, POP-tradeshows graphics, decals, and more! ICON® EM3 has obtained a Class A fire rating in ASTM E84-17 testing and meets the highest life safety requirements for indoor/outdoor commercial graphics.

### RECOMMENDED END USES

Substance Incorporated ICON® EM3 exhibits the following product features and advantages:

- Economy polymeric hybrid print media with solvent-based adhesive that significantly outperforms other products in its class.
- Broad adhesion to a wide variety of surfaces with excellent handling characteristics and easy application.
- Polymeric hybrid film offers good dimensional stability, and clean long-term removability from virtually all surfaces.
- An excellent choice for short to medium-term indoor and outdoor signage applications lasting up to four years.
- Phthalate-Free Film Structure and ASTM E84-17 Class A rating conform to the highest health and safety standards.

### PERFORMANCE CHARACTERISTICS

CHARACTERISTICS	TYPICAL VALUE
MATERIAL	3.0 mil Polymeric Hybrid Calendered Vinyl
COLOR	Opaque White
TENSILE STRENGTH	11.8 Pounds/Inch
ADHESIVE	Clear Solvent-Based Permanent Pressure Sensitive Acrylic
ADHESIVE THICKNESS	0.8 mil
PEEL ADHESION	4.2 Pounds/Inch from Stainless Steel
LINER	92LB PE Coated Layflat Paper
LINER RELEASE	30 Grams/Inch
DIMENSIONAL STABILITY	0.03 Inch (Machine Direction)
APPLICATION TEMP.	50°F to 90°F recommended, test prior to specific application
TEMPERATURE RANGE	-40°F to 212°F
SHELF LIFE	2 years when stored at 70°F and 50% relative humidity
PRINT COMPATIBILITY	Solvent, Eco-Solvent, Latex, UV, and Thermal Transfer Inks
GRAPHIC LIFE	Outdoor durability up to 4 years (unprinted), permanent
CHEMICAL RESISTANCE	Resists mild acids, mild alkalis, solvents, and salts
	Excellent resistance to water, including immersion

### INSTALLATION RECOMMENDATIONS

- Before applying an overlamine, please allow 24-48 hours for solvent ink systems to dry.
- Application surface should be free of dust, dirt, debris, grease, and other contaminants.
- It is highly recommended to clean the installation surface with isopropyl alcohol prior to application.
- Dry installation is recommended. If a wet installation is desired, please test application fluid prior to use in a production environment.



### NOTICE

Substance Incorporated products are precision manufactured in the United States to the highest exacting standards, and guaranteed to be free from manufacturing defects. All descriptive information presented within this Product Data Sheet is intended for reference purpose only. This information does not suggest or constitute a verbal or written warranty of any kind. The end user shall be responsible for independently testing the suitability of this product for their application, prior to final use. Substance Incorporated shall not be held liable for damages, injuries, loss, or expenses that result from the use of our products. Our unique Phthalate-Free Film Structure meets the health and safety requirements set forth by CPSIA, REACH, RoHS, and California Proposition 65.