



Direct Vinyl Media

SurePrint Direct media utilizes durable vinyl substrates designed for use with solvent and eco-solvent printers to create vehicle graphics and rigid signage.

SurePrint Choice Vinyl

A high-quality cast vinyl with a repositionable aggressive adhesive that cures for permanent adhesion.

SurePrint Select Vinyl

A polymeric calendered vinyl with an aggressive adhesive.

SurePrint Window Vinyl

Perforated calendered vinyl with black adhesive for one-way viewing.

Specifications

	Choice	Select	Window
Vinyl Type	Cast	Calendered	Calendered
Caliper	2 mil	3 mil	8 mil
Adhesive	Repositionable, opaque	Permanent, opaque	Removable, opaque
Opacity	> 97%	> 97%	> 99%
Finish	Gloss	Gloss	n/a
Product Life*	7 years	3 years	3 years
Roll sizes			
30" x 150'	3248120	3248122	—
54" x 150'	3248121	3248123	—
54" x 100'	—	—	3248125

* Rating is for substrate durability independent of inks.

Target Applications

SurePrint Choice Vinyl:

- Vehicle wraps
- Corrugated trucks

SurePrint Select Vinyl:

- Directional signage
- Vehicle decoration graphics
- Sidewalk signs

SurePrint Window Vinyl:

- Vehicle windows
- Interior building windows for privacy screens

The GBC Advantage

	Feature	Advantage	Benefit
Choice	> High-quality cast vinyl	> Superb ability to conform	> Stretches to accommodate 3-dimensional surfaces without shrinkage
	> Repositionable adhesive	> Graphics can be resized and repositioned	> First time placement accuracy is not required; appearance and adhesion will not degrade during repositioning
	> Opaque adhesive	> Prevents dark colors and substrates from showing through	> Graphic can be applied to dark-colored vehicles and surfaces
Select	> High-quality calendered vinyl	> Resists shrinkage	> Side-by-side panels will not gap over time; Graphic is warranted for up to 3 years
	> Opaque adhesive	> Prevents dark colors and substrates from showing through	> Graphic can be applied to dark-colored vehicles and surfaces
Window	> Removable adhesive	> Removes without residue for up to 6 months	> Eliminates time-consuming task to replace graphics
	> Black adhesive	> Prevents light from shining through	> Keeps vehicles cooler and provides privacy
	> Perforated (1.5mm) substrate	> Provides one-way viewing	> View from inside the vehicle is not hindered by graphic



SurePrint® Direct Vinyl Printer Compatibility

Supports most solvent and eco-solvent printers. Profiles are available for downloading at www.gbconnect.com. Click on the Technical Support tab and then go to "Support". Choose "Download SurePrint Direct Media Profiles" under the "Support" section.

Recommended GBC® Laminates

Media	Application	Over-laminate
SurePrint Choice Vinyl (warranted for 7 years)	Vehicle wraps Long-term outdoor graphics	Arctic Choice Gloss
SurePrint Select Vinyl (warranted for 3 years)	Vehicle graphics (flat panel) Medium-term, indoor and outdoor graphics	Arctic Select Gloss
SurePrint Window Vinyl (warranted for 3 years)	Automobile window graphics Interior privacy window screens	Not applicable

Performance Temperature

Choice Vinyl: -40° – 170° F
Select and Window Vinyl: 0° – 140° F

Finishing Tips

Recommended application temperature: 50° – 90°F
Allow graphics to dry up to 24 hours before lamination to ensure that all solvents from the inks are allowed to dissipate. Follow the guidelines in the GBC Direct Print Application Manual.

A copy of the SurePrint Direct product limited warranty is available at www.gbconnect.com under the technical support tab.

Shelf Life*

Choice Vinyl: 2 years
Select and Window Vinyl: 1 year

Recommended storage conditions:

- Temperature: 55-75° F
- Relative humidity: 40-60%
- Avoid exposure to direct sunlight
- Allow media to adapt to room conditions before printing

* From factory shipment based on storage recommendations.

Visit GBC at www.GBCconnect.com



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