



## Painted-On-Look Cast/Cast System FLEXcon® FLEXmark® BILBRD™ CWRTS & FLEXcon® BUSart™ OV5055

### Technical Guide & Application Instructions

#### General Information:

This guide provides information to help with the printing, installation and removal of the Painted-On-Look Cast/Cast System.

#### Products/ End-Use Application:

##### Painted-On-Look Cast/Cast System:

##### Base Film:

- FLEXmark® BILBRD™ CWRTS - 2.0 Mil White Opaque Cast Vinyl

##### Overlamine:

- BUSart™ OV5055 - 2.0 Mil Clear Cast Vinyl

##### Application:

- Rough, textured interior/exterior wall graphics.



#### Printability:

- UV and solvent inkjet
- UV and solvent screen inks
- HP Latex inks

For any specific print inquiry, please contact your FLEXcon Technical Service Representative.



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**UV Cured  
Inks:**

Suggest using flexible UV ink. Please review available flexible inks with your ink supplier.

1. Allow for post cure before die cutting or contour cutting. Certain UV inks will continue to (post) cure after the initial cure. The ink's formulation specific to bond, durability and chemical resistance will continue to build and develop after the initial cure. Please be aware that some darker and opaque colors are more difficult to cure.
2. Watch for over-cured ink, as it will be brittle and chip and crack along the die-cut edge. Please check for bulb wattage, line speed, and flexibility of your ink.
3. Suggest leaving an unprinted border for contour-cut decals.
4. Best packaging method is layflat sheets; however, size of graphic may dictate tubing. Suggest winding printed side out onto a 3"+ core to prevent tunneling.
5. Rolls should be stored at a minimum temperature of 70°F (21°C) and 50% relative humidity before installation.

**Solvent Inks:**

This product is printable on all solvent inkjet printers with the following cautions:

1. Suggest leaving an unprinted border for contour-cut decals.
2. Be sure all solvents are completely dried out of film before die cutting or contour cutting. Do not wrap/roll film until all solvents have been completely dried. Refer to solvent dryness test:
  - o Place several printed sheets face to face under a 12" stack of media or under a weight of 2 pounds per square inch.
  - o After 10 minutes, remove the sheets and check for blocking or surface impressions. If blocking or surface impressions are noted, either increase the temperature or decrease the line speed, as additional drying is needed. Retest.
  - o Residual solvents left in the media will certainly cause application failure. The film will lose stability and become very elastic. The adhesive may also build in strength becoming more permanent than removable.
  - o Wind print side out onto a minimum of a 3" core to prevent tunneling.
  - o Rolls should be stored at a minimum temperature of 70°F (21°C) and 50% relative humidity before installation.

**Latex Inks:**

- Print technology involves high heat 212°F+ (100°C+).
- Heat can distort film causing wrinkling.
- Some media may not be compatible - test for suitability.
- We offer wide web sample rolls of FLEXcon approved media for suitability testing.



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**Application  
Surface:**

Flat to slightly curved walls composed of unsealed/sealed concrete, or brick.  
(Textured surfaces)

Please note: Due to the great variety of sealants in the market, test for adhesion and removability.

**Wall Inspection,  
Repair & Testing**

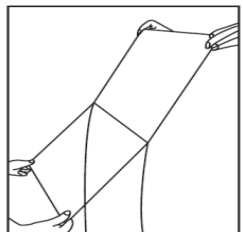
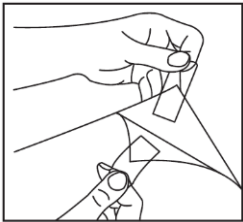
This information is intended as guidance only. We recommend that all surfaces be tested for compatibility and removability. Factors such as condition and cleanliness of the surface, as well as print, process and heat installation method may impact the adhesion and success of the application.

- This product is designed to adhere to clean, undamaged textured walls.
- All wall surfaces should be inspected to determine if repairs are needed prior to application. Cracks or any other imperfections may be visible through the film due to its ability to conform to the surface.
- Use a brush to remove dust prior to installation.
- Power washing is recommended for concrete/brick walls that contain a significant amount of dirt and contaminants. Let the textured surface dry for 24 hours before installation.
- Test adhesion on walls. Apply a small swatch of the printed graphic to the prepared wall surface in an inconspicuous area. Use heat to apply material. Refer to installation guide for recommendations on temperature and distance of the heat gun. Use a foam roller for conformability. Allow the swatch to dwell for 15 minutes. Slowly remove the graphic at a 45 - 90 degree angle and inspect for possible transfer or damage to the wall.

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Installation:

*Please note: the below information provides basic information on installation. Professional installers can be hired to ensure proper application of finished graphics. Contact the Professional Decal Application Alliance for information on member installers and services by visiting <https://printerlink.printing.org/network/findaninstaller>.*



- Printed graphic should be removed from its packaging, allowed to lay flat and acclimate to the environment prior to installation.
- The minimum installation temperature is 50°F (10°C) with 50% relative humidity.
- Make sure your graphic is centered properly. Use tape to hold the top edges.
- Bend back approximately two inches of the paper liner from the top portion of the graphic and proceed to take the liner off. Use slight pressure to adhere the graphic to the wall and keep it in place.
- Be careful not to stretch the graphic, as films have memory and when stretched, will ultimately relax, causing lifting and failure.
- Apply heat to the fixed graphic from top to bottom. Let air move to the sides of the graphic.
- A hot air professional gun is required for all textured surfaces.
- The product temperature should not exceed 250°F for more than 5 seconds.
- The heat gun can be set up in between 550°F and 950°F. Limit exposure to 10 seconds. Do not place this tool directly onto the surface.
- A 2.5" minimum gap in between the film and heat gun is required. It varies depending on heat settings and air flow (accessories). Once softening occurs remove heat gun from location.
- Use a foam roller for conformability to the surface. This can be done seconds after heating. Do not do this step immediately if the film melted.
- Do not leave any gaps in between the graphic and the surface. Check the perimeter of the graphic and apply heat and pressure to seal any apertures. Failure to do this step can compromise adhesion when the material is exposed to changes in the environment.
- Do not use a squeegee. Film rupture can occur.
- Elongation occurs with heat. Do not elongate more than 150%.
- Do not use heat on the base laminate only. Heat will only be effective on the two-part system.



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**Environmental  
Conditions/  
Removability:**

- Environmental conditions such as heat, humidity, condensation, air conditioning, exposure to chemicals and abrasion etc. can impact the installation, application life, and removability of the graphic. Avoid constant exposure to water.
- Removability is optimized with heat.
- Carefully pick at the top portion of the graphic getting the fingernail under the adhesive. Working your fingers under the adhesive, use a 45-90 degree angle and carefully, steadily, slowly remove the graphic from the top working your way down to the bottom.
- Removal of this product will differ from other wall graphic products.

**Flammability**

For more information, contact your Technical Service Representative.

*~ The typical performance data and recommendations for using FLEXcon products shall be used only as a guide. All purchasers of FLEXcon products shall be responsible for independently determining the suitability of the material for the purpose of its intended use. ~*

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