

# Holographic material datasheet

## Overview

This is a super shiny, iridescent effect material to make your prints look incredible. It has an over-laminate that protects the printed layer giving it excellent durability.

It has a medium-strength adhesive, suitable for a wide range of applications. Designed to be used for up to 1 year outdoors.



## Material highlights

- Waterproof
- Medium-strength adhesive
- Iridescent, rainbow effect
- Gloss finish
- Suitable for 1 year outdoors
- Resistant to sunlight, scratches, water, oils & chemicals
- Write on it with a sharpie
- Tear-proof
- Freezer safe

## Typical uses

- Premium product packaging
- Premium logo stickers
- Drinks glass stickers
- Food packaging labelling
- Makeup packaging
- Vape product packaging
- Phone and laptop branding
- Premium sticker products

## Material construction

The image below shows a cross-section of the material, along with details of each part of the material:



- Clear gloss, 45-micron polypropylene laminate
- 6-10 micron of ink + 8 microns of white ink
- 40-micron holographic metalised PP print layer
- Permanent, pressure-sensitive acrylic adhesive
- 140 GSM backing paper

## Technical data

Adhesive:	Permanent, acrylic, solvent-based, pressure-sensitive
Print vinyl:	Metalized, 40-micron polypropylene
Over-laminate:	Clear gloss, 45-micron polypropylene (PP)
Temperature range:	-20C to +80C
Colours:	Iridescent, rainbow effect
Finish:	Gloss
Durability:	1 year outdoors
Adhesive strength:	Medium tack, peel-adhesion of 28N/25mm