WRI | Digital Media

WALK&WALL™

Walk&Wall™ is a printable, textured matte vinyl film backed with textile for dimensional stability and strength, and coated with a clear adhesive.

Designed for short- to medium-term applications, Walk&Wall can be applied to almost any floor or wall surface, including carpet, tile, wood, stone, metal, glass and painted surfaces, both indoors and outdoors.

Printing Methods

- Digital - Solvent, Eco-Solvent, UV & Latex
- Screen Print

Material Sizes

- 48" x 164'
- By the Lineal Foot

Uses

- Interior/Exterior Directional Signage
- Retail Displays (POP & POS)
- Trade Shows (Concrete, Carpet and Wall Graphics)
- Sidewalk Graphics
- Packaging

Advantages

- Non-Skid Face Film Means no Lamination is Required
- Fabric Backing Adds Dimensional Stability for Longer-Term installations
- Clean Removability for up to 6 Months
- Kiss Cut and Contour Cut Into any Shape
- Easy Installation and Removal

WALK&WALL™ SPECIFICATIONS

Material

Face Film	Printable White Textured PVC
Back Side	White, Textile
Adhesive	Repositionable Solvent Acrylic
Liner	Polyethylene-Coated
Film Thickness	12 mil (300µ +/- 5µ)
FR Certification	ASTM E84, M1, B1
Slip Rating	ANSI A137.1/A326.3, 67212F, R12

Durability

Interior	Up to 3 Years - Vertical Surfaces Up to 3 Months – Flooring Surfaces, Dependent on Traffic
Exterior	Up to 1 Year - Vertical Exposure under Normal Conditions Up to 3 Months – Ground Surfaces, Dependent on Traffic
Environment	Humidity & Solvent Resistance – Good
Shelf Life	1 Year
Storage Requirements	Store at +15°C to +20°C (59°F to 68°F) and Relative Humidity between 40% to 65%
Repositionable	Yes – During Initial Installation

Application/Removal

Application Temperature	+10°C to +30°C (+25°F to +86°F)
Service Temperature	-17°C to +50°C (+0°F to +122°F)
Removability	Clean Removal with No Adhesive Residue, up to 6 Months - Adhesion May Increase Over Time
Removal Temperature	+10°C (+50°F) or Greater
Exclusions	Not to be Applied On Fresh Paint, Drywall, Polycarbonate and Some PVC (No Exhaustive List Available)