

# CLEAR FOCUS®

## ONE WAY VISION™ FILMS

# ECONOVUE® 70/30

ECONOVUE® 70/30, THE BEST OF BOTH WORLDS. HIGH RESOLUTION GRAPHICS FROM THE OUTSIDE, PLENTY OF PRINT SURFACE, GOOD VISIBILITY FROM THE INSIDE OUT. GET YOUR MESSAGE ACROSS, MAINTAIN THE VIEW THROUGH THE WINDOW.

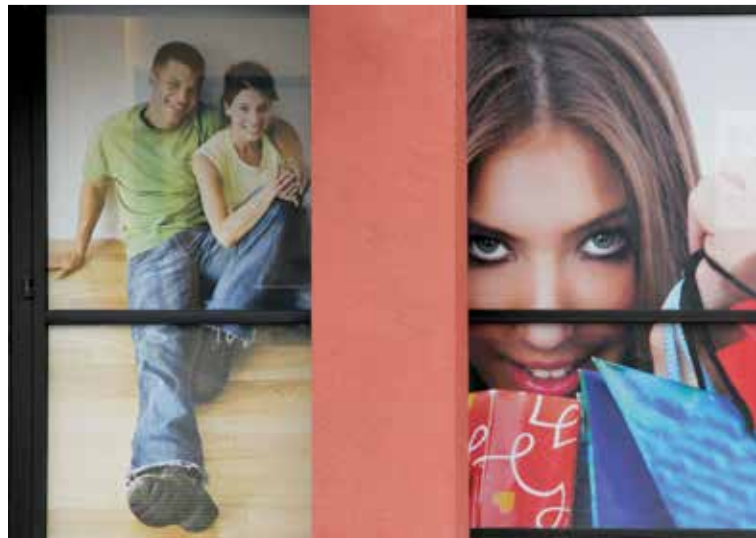
Clear Focus EconoVue® 70/30 exterior film—an economy-grade, 6-mil black/white composite PVC with approx. 1.4-mm holes and a clear removable acrylic pressure-sensitive adhesive. Offered with a clear PET liner in 54" wide rolls or with an unperforated solid paper release liner ("solid liner") in both 54" and 60" wide rolls. It's unique perforation pattern allows more vivid print results. No matter what the project calls for Clear Focus provides a single-source solution to all your window graphics needs. Clear Focus a leader in One Way Vision™ films.

### SPECIFICATIONS

- Perforation pattern: Approx. 70/30 (30% open)
- Perforation size: Approx. 0.055 in. (1.4 mm)
- Film: Approx. 6-mil calendared PVC on a 3-in. core
- Standard roll sizes: 54 & 60 in. x 100 ft. Also available in 1000 ft. roll

### BENEFITS & FEATURES

- High resolution graphics on the outside, while retaining exterior viewing from the inside
- Maintains exterior graphic quality for applications up to 1 year
- Simple to apply
- Perforation pattern 70% retained, 30% perforated



### PERFECT FOR:

Point of Purchase  
Retail  
Commercial Signage  
Increase Brand Identity

Special Events  
or Promotions  
Any Window Graphics  
Convention Centers



# CLEAR FOCUS<sup>®</sup> ONE WAY VISION<sup>™</sup> FILMS ECONOVUE<sup>®</sup> 70/30

## EXTERIOR MOUNT PRODUCT SPECIFICATIONS PRODUCT CODE: CFEVSL/CFEVCL

6-mil white/black composite PVC with clear removable acrylic pressure-sensitive adhesive.  
Available with an unperforated solid paper liner (CFEVSL) or a clear liner (CFEVCL) consisting of clear PET film laminated to perforated paper to absorb ink.

Features	Description
Applications	Windows, glass doors or other transparent surfaces for short-term POP, retail window graphics or similar applications.
Composition	White/black composite PVC with clear pressure-sensitive adhesive and an unperforated solid paper release liner or a clear PET liner (thickness of which may vary).
Open Area	30% (approx.)
Vinyl Thickness (incl. adhesive)	6 mils (.006 in./153 microns), approx.
Release Liner Thickness	Solid paper liner: 6 mils (.006 in./153 microns), approx. Clear PET liner: 5.5 mils (.0055 in./140 microns), approx.
Adhesive Thickness	.5 mils (.0005 in./13 microns), approx.
Perforation Diameter	.055 in. (1.4 mm), approx.
Standard Widths/Lengths	54 & 60 in. x 100 ft. (137 & 152 cm. x 30.48) 60 in. available only with solid paper liner. Custom sizes available by special order.
Dimensional Stability	Fair
Minimum Application Temperature	40° F (4° C)
Service Temperature Range	0° F to 140° F (-17° C to 60° C)
Expected Lifetime Exterior	Up to 1 year; 3 months for clean removal. Adhesion may increase with time. Testing recommended before production to determine suitability of product for intended application.
Water Resistance	Fair. Immersion in water not recommended. If exposed to rain, an optically clear, compatible overlamine can be used to prevent holes from filling with water.
Humidity Resistance	Fair
Solvent Resistance	Fair
Storage Stability	6-month shelf life when stored at 70° F (21° C) and 50% relative humidity.
Colors Available	White on print side and black on adhesive side.
Printing	Use standard vinyl inks. Print image on vinyl, not on the release liner. EconoVue with the solid paper liner is compatible with screen printing; inkjet printing using solvent, eco-solvent and mild solvent inks; latex; thermal transfer; and airbrushing. EconoVue with the clear PET liner is compatible with UV-cure inks and above printing methods except latex inks.
Installation	Apply to clean, dry glass surface. Use plain soap and water, rinse and dry glass well. Do NOT use ammonia, Windex <sup>®</sup> or other solvent-based glass cleaners prior to application.
Removal	Remove by peeling from surface. Remove adhesive residue on older installations, if necessary.
<b>Other EconoVue Products</b>	
Other EconoVue Products	Other economy-grade products featuring different perforation patterns, diameters, release liners, and roll sizes are available by special order.

Subject to change without notice

It is the responsibility of purchasers to independently verify, prior to use, the suitability of the products for their specific applications and print methods. Transcendia, Inc. cannot be held liable for any misuse, damage or losses as specified in its product warranty.

