



writeLITE (self adhesive film)

technical data sheet

product description

WriteLite, the “Product”, is a unique architectural finish with a writable and erasable surface that can be used to convert interior surfaces into creative, collaborative environments. The WriteLite film has an acrylic adhesive that allows installation to a wide variety of substrates.

featured benefits

- Flexible, durable polyester film.
- Use as an interior finishing material for creative, collaborative environments in offices, commercial facilities, hospitals, and other locations.
- Can be installed on a wide variety of interior surfaces. For application on glass, use WriteLite.
- Meets U.S. building regulations for flammability resistance.
- Abrasion, stain and chemical resistant.
- Compatible with most standard dry erase markers and erasers.

application

For installation of WriteLite, please refer to WriteLite Architectural Finishes Installation Guide for application instructions.

writeLITE specification

Material	Form - Std.
Writing and Erasing	Writable surface layer
Core Material	Polyester film
Adhesive	Acrylic, pressure sensitive
Liner	Silicone-coated paper release liner
Thickness (Nominal)	0.17mm (6.7mil) not including release liner
Color	Opaque white film with glossy finish
Product Size	1.25m X 30m (49.2"X98.4')
Application Temperature Range of Substrates	54-100°F (12-38°C) - Metals - Plastics - WriteLite Films
Flammability Test Results	Class A fire rated (ASTME E-84)



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product characteristics

Characteristics	Test Material	Results		
Abrasion Resistance	Abraded 10 strokes with steel wool under a load of 0.5kg	No noticeable scratches		
Stain and Chemical Resistance	<p>Direct contact for 18 hours with the following substances:</p> <table border="0"> <tr> <td> <p>Foodstuffs</p> <ul style="list-style-type: none"> • Milk • Coffee • Tea • Wine • Vinegar • Ketchup • Oleic Acid / Vegetable oil </td> <td> <p>Chemicals</p> <ul style="list-style-type: none"> • Salt Water (5%) • Household Ammonia • Soapy Water (1%) • Neutral Cleaner • Hydrochloric Acid (10%) • Ethyl Alcohol (50%) • Formalin (36%) </td> </tr> </table>	<p>Foodstuffs</p> <ul style="list-style-type: none"> • Milk • Coffee • Tea • Wine • Vinegar • Ketchup • Oleic Acid / Vegetable oil 	<p>Chemicals</p> <ul style="list-style-type: none"> • Salt Water (5%) • Household Ammonia • Soapy Water (1%) • Neutral Cleaner • Hydrochloric Acid (10%) • Ethyl Alcohol (50%) • Formalin (36%) 	No Permanent staining
<p>Foodstuffs</p> <ul style="list-style-type: none"> • Milk • Coffee • Tea • Wine • Vinegar • Ketchup • Oleic Acid / Vegetable oil 	<p>Chemicals</p> <ul style="list-style-type: none"> • Salt Water (5%) • Household Ammonia • Soapy Water (1%) • Neutral Cleaner • Hydrochloric Acid (10%) • Ethyl Alcohol (50%) • Formalin (36%) 			

The above data are representative values and are not guaranteed.

considerations for end uses

- For interior use only.
- For best appearance of WriteLite, apply only to substrates with a smooth surface, such as flat metal panels or baked painted steel panels. Application to other very smooth substrates may be possible.
- Irregularities in substrate surface such as surface texture will show through after application due to the glossy appearance of the Product. For drywall installation, a Level 5 Gypsum Board Finish (ASTM C840) is recommended.
- Recommended for flat or slightly curved surfaces only.
- Product is not intended for electronic cutting.
- The Product has a writable surface layer that makes it unsuitable for printing.



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application guidelines

- The film edges may be sharp; use caution when handling the film.
- For WriteLite, use a dry application method. Refer to the WriteLite Architectural Finishes Installation Guide.
- Do not stretch or attempt to reposition the Product during application. This may deform, buckle, or ripple the film. Determine a starting point for level application and apply carefully.
- Wrinkles created during application cannot be removed with heat due to polyester construction.
- Avoid scratching, denting, or stretching the Product during installation as this may affect writing performance.
- Seams tend to accumulate marker residue and become highly visible. For WriteLite, where multiple panels are used side by- side, make a 1/2-inch wide overlap and apply an appropriate adhesion promoter such as the manufacturer's Tape Primer 94 between the overlapped panels to ensure good, firm adhesion.

how to use the film as whiteboard

- Only use dry erase markers for writing on the Product. "Washable" dry erase markers are not recommended.
- To minimize ghosting, erase writing as soon as possible after use, using an eraser designed for whiteboards. Do not stretch Product during application; performance of writable surface layer may be compromised.
- If a non-specified marker is accidentally used, wipe it off immediately with an alcohol-based cleaner. Dry erase markers for whiteboard use are most suitable for writing on the film.
- NEVER use permanent markers or felt pens.
- Keep the eraser clean to prevent ink debris from sticking to the film.
- **Note:** Upon initial use, the dry erase marker ink may not adhere well to the film. Writing with the dry erase marker and erasing several times will "break-in" the surface.



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how to remove the film

Removing the Product too quickly can result in excessive adhesive left on the substrate. If necessary, heat a small section of the film with a hair dryer to soften the adhesive, peel back slowly, then heat and remove the next section.

If any adhesive remains on the substrate, it can be easily cleaned with a product such as the manufacturer's Citrus Based Cleaner.

Note: Removal of WriteLite from substrates other than painted metal panels may result in damage to the substrate.

transportation, storage and shelf life

- Keep the film away from high temperatures, high humidity and direct sunlight.
- Store the film in the original container at 40°F - 90°F (4°C - 32°C).
- Apply the film within one year of purchase.

maintenance

- Erase marker content from the surface of the Product as soon as it is no longer needed.
- When needed, clean the surface with mild detergent and water and a soft cloth, or an alcohol based cleaning product.

technical information

Technical information and data, recommendations, and other statements provided by the manufacturer are based on information, tests, or experience which the manufacturer believes to be reliable, but the accuracy or completeness of such information is not guaranteed. Such technical information and data are intended for persons with knowledge and technical skills sufficient to assess and apply their own informed judgment to the information. The typical values shown should not be used for the purpose of specification limits.