

## ESM-PRV2 Premium Reflective Vinyl

### Product Overview

Premium Reflective Vinyl is a white-reflective cast opaque vinyl, that combines high-resolution full-color printing with an extremely stable permanent adhesive. This is an excellent film for applications requiring engineering grade reflectivity (it meets the DOT FP-85 and the ASTM-D 4956-89 specifications). Compatible with VersaCAMM, VersaArt and PRO III models.



**Face:** 6 mil



**Finish:** Gloss



**Opacity:** 106%



**Other:** Reflective

### Features

- Detailed imaging with high color saturation
- Glass beaded lens retroreflective sheeting
- Retroreflectivity at night
- Engineering grade
- Highly resistant against the extremes of hot, cold, dry, and humid weathering conditions
- Scratch/tear resistant when used with Eco-Sol MAX inks
- Roland VersaWorks ICC profile: ESM-PRV2 with Roland Intelligent Pass Control

### VersaWorks Media Profile:

- ESM-WSC

### Print Modes:

- Billboard
  - High Speed
  - **Standard**
  - High Quality
  - Artistic
- Available  
■ Not available  
★ Default Mode

### Applications

ESM-PRV2 is ideal for full-color graphics for indoor and outdoor applications such as stickers and decals, point-of-purchase displays, general-purpose signage and vehicle graphics where high visibility and reflectivity is needed. The product is water-resistant and suited for outdoor applications, but should be laminated with a cast vinyl laminate for extra protection against abrasion, dirt and solvents. This vinyl is conformable to irregular curves or indentations, and the permanent adhesive is designed for compatibility with a wide variety of surfaces, although testing a surface before application is highly recommended.

### Optimized for:

- Safety graphics and decals
- Security, emergency and law enforcement vehicles
- Full-color graphics for window applications
- Directional signage
- High visibility, both day and night

### Finishing

The product can be printed with Roland printers and printer/cutters.

Use the Roland ESM-PRV2 media profile for best results. Laminate with PGM-PGCO Premium Cast Overlaminate

**Specifications**

Total Caliper:	6 mil
Basis weight:	N/A
Adhesive:	Pressure sensitive (solvent-borne acrylic type)

Finish:	Gloss
Opacity:	106%
Whiteness:	N/A
Gloss Level:	42@60°
Liner:	78# Kraft
Other:	Reflective

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Ink Compatibility:	Eco-Sol MAX
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Core Diameter:	3"
Shelf Life:	12 Months*
Durability (other):	5 years (when properly processed and applied) (vertical exposure)

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Roll Configurations:	30"x50', 48"x50'
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Flammability:	N/A
Chemical Resistance:	N/A

\*12 months when stored under conditions of 70° F and 50% relative humidity.  
Product may exceed suggested shelf life.

**Usage & Product Storage**

Reflective cast vinyl should be handled with care before and after printing to prevent surface contamination that may spoil the print. The material should be processed in an environment of 65°-85° F (18°-30°C) and 50-75% relative humidity (non-condensing) that is clean and relatively dust-free. Also, some media are affixed strongly to the core and care should be taken to avoid machine issues due to the non-release of media at the end of the roll. Store this product in its original packaging in a cool dry area until ready for processing. If storage conditions are outside the recommended operating ranges, allow the paper to acclimate in the specified range for at least 24-48 hours before use.

This material is dimensionally stable, water-resistant, and highly scratch resistant. Care should be taken to allow the ink on the product to be fully cured before laminating, packaging for delivery or preparing for installation.

**ESM-PRV2 products are available in the following sizes:**

Part Numbers	Size
ESM-PRV2-50-30	30"x50"
ESM-PRV2-50-48	48"x50"

**Roland Performance Guarantee**

This product is sold for the usage and application stated in this document. The product is free of defects and will produce vibrant, printed graphics using Roland Eco-Sol MAX inks.

**For more information, contact:**

**Roland DGA Corp.**  
Roland Customer Services  
800-542-2307

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