

# Product Reference Sheet

## Neschen® Pure Color™ Media



### VersaFabric™

VersaFabric, a 7.1 oz/yd<sup>2</sup>, 100% polyester fabric with a specialty coating, is one of the most versatile fabrics on the market today. It is an excellent choice for both indoor and outdoor applications where color, wrinkle resistance and drape are important. VersaFabric provides sharp image reproduction and brilliant color finish for dramatic trade show roll-up, pop-up and soft image displays, store signage, murals, POP displays, tent sides and theatrical backdrops. Plus, its NFPA 701 fire rating allows it to be used in public areas. This fabric is performance designed for use with most solvent, eco-solvent, latex and UV cure printers on the market. VersaFabric is available in widths up to 98 inches.

#### Properties at a Glance

- Weight – 7.1 oz/yd<sup>2</sup> (240 gsm)
- Gloss level – Semi-Matte
- Thickness – 16 mil (415 μ)
- Tear strength – 150/300 N/15mm
- Fire rating – NFPA 701
- Thread – 100% polyester
- Weave – tight, dense
- Outdoor durability - six months

#### Applications

- Roll-Up, pop-up, soft image displays
- Trade show graphics
- Store signage
- Display frames
- Murals
- POP displays
- Tent sides
- Theatrical displays

#### Printer Compatibility

- Roland – excellent compatibility with solvent & eco solvent printers.
- HP – excellent compatibility with solvent, eco solvent and latex printers.
- Mimaki – excellent compatibility with solvent & eco solvent printers.
- Mutoh – excellent compatibility with solvent & eco solvent printers.
- UV cure printers - compatibility with roll-roll and hybrid printers. Test for vacuum seal on flat bed printers.

#### Printer Setting Suggestions

- Pre, platen, and post heat, use the highest setting available (typically 50°C).
- Print uni-directional and 720 x 1440 dpi, or higher, for best resolution and color density.
- Use 720 x 720 dpi for production and graphics that will be viewed from a distance.
- Use a cast vinyl profile and high quality setting as a starting point.
- For best color matching results create a profile – see [www.neschenbrands.com](http://www.neschenbrands.com) for available profiles



## VersaFabric™

### Features-Advantages-Benefits

Features	Advantages	Benefits
Wrinkle & crease resistance	Graphics can be reused multiple times for trade show displays & signage	Saves money by not having to reprint costly signage
Fire resistant	Meets NFPA 701	Allows product to be used in public spaces
Soft hand	Provides a sophisticated textile look & feel	Drapes like a textile
Outdoor durability	Only need to stock 1 product Multiple product applications	Can use this product in any environment
Versatility	Inventory relief – only stock one product	One media for various applications will save money
Wide color gamut	Greater range of printing possibilities	Better images, less waste

### Finishing Recommendations

- Cutting – product can be cut with fabric scissors and will not fray, but for best results use a heat knife and blade (Neschen item # 600HSG0 & 600H205) on glass or other heat resistant surface with a metal ruler to seal the edges.
- Sewing – use polyester thread to prevent material puckering.
- Hemming Tape – banner tape can be used in place of stitching, check for adhesive compatibility with fabric as some adhesives do not stick well to fabric. Tape may affect fire retardant properties.
- Cleaning – if graphic becomes soiled, use a lint-free, clean cloth with warm soapy water and gently rub the affected areas. Do not immerse in water or use cleaning products as these can damage the graphic. Test all cleaning procedures on a small inconspicuous area (or on a previously printed test print) so that it does not affect the graphic. Rubbing wet ink may cause smudging.
- Wrinkle Removal – the best way to eliminate any wrinkles that form during transport or storage of the graphic is with a handheld steamer. Use the setting recommended for polyester fabrics and apply the steam to the back side of the graphic.
- Outdoor displays - secure graphic to prevent wind damage.

### Storage Conditions

- Store unused media in the plastic over wrap to protect it from humidity changes and contaminants. Store media on an even flat surface to prevent dents that may affect imaging performance. Media may also be stored standing on end or on a media caddy.
- 60° to 80°F and 40 to 65% RH
  - Product should be used within one year when stored at above conditions.

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