

STREAMLINE OUTDOOR DURABILITY

Outdoor graphics, whether promotional advertising, signs or vehicle graphics communicate branding and identity which is one of the most valuable assets of a company. It is essential that the highest quality materials are used to produce ink jet printed graphics which communicate a consistent, high quality message.

Many factors affect the life of a graphic, these include, substrate, ink type, ink deposit, exposure site, altitude and several more. The choice of the best materials and application conditions will produce the graphics with the highest impact and the longest life.

The Sun Chemical has selected the best quality materials to formulate its Streamline range of ink jet inks.

Accelerated weathering tests indicate that Streamline inks have an outdoor life of up to 3 years in a northern European climate when printed on a suitable material.

The expected outdoor life will be considerably reduced at altitudes of over 1000 meters and in more severe climates. The table below compares the expected durability in different climatic zones.

Zone 1	Zone 2	Zone 3
Exposure sites below altitudes of 1000 meters	Exposure sites below altitudes of 1000 meters	Exposure sites above altitudes of 1000 meters
Scandinavia	Mediterranean Islands	Middle East
UK	Spain	North Africa
Germany	Greece	Argentina
Benelux	Turkey	Mexico
Italy (North of Rome)	Italy (South of Rome)	Caribbean
France	Australia (South East of Brisbane/Adelaide)	Australia (North West of Brisbane/Adelaide)
Switzerland	New Zealand	South Africa (Central)
Austria	South Africa (Sea level)	United States (AZ, NV, NM, TX, S CA)
Eastern Europe	Asian countries	Venezuela
United States (Except those in zone 3)		Columbia
		Paraguay
		Uruguay

The durability will be reduced by 20% from zone 1 to zone 2 and by 60% in zone 3. Therefore an ink which lasts 36 months in Northern Europe could be expected to last 28 months in zone 2 and 14 months in zone 3. Please note that altitude has a significant effect.

This information has been carefully compiled from experience gained in the laboratory and under commercial conditions. However, the product's performance and its suitability for the customer's purpose depend on the particular conditions of use and the material being printed. We recommend that customers satisfy themselves that each product meets their requirements in all respects before commencing a print run. Since we cannot anticipate or control the conditions under which our products are used it is not possible to guarantee their performance.

All sales are subject to our standard terms and conditions of sale.

We would point out that the information contained in this leaflet is only a recommendation and may need to be altered to suit the conditions and efficiency of the equipment employed. Sun Chemical products are not designed for use in conjunction with those of any other ink maker or similar supplier unless agreed in writing.



As the world's foremost producer of inks, pigments and colour technology, Sun Chemical is leading our industry in developing and producing products which minimise our impact – and our customers impact – on the environment and striving to maximise the use of renewable resources. We consider it our responsibility to be involved in the communities in which we live and work and to offer direction in meeting today's needs without compromising the ability of future generations to meet theirs.



SunChemical

Norton Hill, Midsomer Norton, Bath BA3 4RT Tel: +44 (0) 1761 414471 Fax: +44 (0) 1761 416609

www.sunchemical.com/screen