

Shurfire POP Series is a Point of Purchase, Point of Sale, solvent hybrid digital ink system. This series exhibits outstanding adhesion to a wide variety of common POP and banner substrates. When properly cured, ShurFire has excellent water and moisture resistance. This unique series is designed for interior or exterior applications. ShurFire can also be used on a wide variety of rigid media as well. ShurFire performance characteristics are especially well suited for use on all the materials currently being used in the billboard market. ShurFire also exhibits excellent head stability and open time.

### **Performance Properties**

- Excellent chemical, water/moisture resistance
- Flexible for multi-layer applications/die-cutting
- Heavy metal free
- Elevated color strengths for backlit applications
- Ideal for Billboard applications
- Clean, strong, vivid colors offer a spectacular color array
- ShurFire is available for a wide variety of equipment, please consult with a Polymeric representative regarding the product that best suits your needs

### **Recommended Substrates**

- Polystyrene
- PETG
- Polycarbonate
- High impact Polystyrene (HIPS)
- PVC
- Bill Board materials
- Vinyl Banner
- Wall covering
- Pressure Sensitive Vinyl
- Coated Cardstoc

### **Curing Guidelines**

ShurFire has excellent drying speeds. The ShurFire inks system will not distort or waffle flexible media once cured. ShurFire has been specifically engineered to replace existing solvent-based ink systems. Once dry, ShurFire exhibits a very vibrant, high gloss scratch resistant finish. It is recommended that ShurFire be gently mixed prior to pouring into press.

### **Light Fastness**

ShurFire uses the highest grade of pigments available today. ShurFire's exterior durability is largely dependent on the amount of ink deposited, which is directly related to the head type and nozzle size. When used at 100% strength ShurFire's estimated exterior durability is up to three (3) years. A ShurFire high performance clear is available for applications where extended durability is required. Please call for additional information.

### **Applications**

ShurFire is available for use on a wide variety of press and head types. ShurFire is ideal for both flatbed and roll-to-roll equipment. Custom formulations and spot colors are available upon request. Please call today for additional information.

### **Storage**

Care should be taken to store ink in tightly closed containers located in a cool (60-80°F/15-27°C) dark place. With suitable conditions, unopened ink is expected to have a shelf life of approximately twelve (12) months from date of manufacture, six (6) months for white inks.

### **Precautions**

Read the safety data sheet prior to processing. It contains instructions for precautions to be taken when handling inks. If ink comes in contact with skin wipe off with a clean, dry cloth (do not use solvent). Wash and rinse the affected areas with soap and water.



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Notwithstanding anything provided herein or any other written material to the contrary, Polymeric only warrants the purchase price and costs of installation. Polymeric US shall have no liability or obligation to any user, buyer, purchaser, distributor or other person or entity for any special, direct, indirect, incidental or consequential damages, however caused, including without limitation, personal liability, loss of business, loss of profit, or other damage, whether or not buyer shall have informed Polymeric US of the possibility or likelihood of any such damages.

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