



## Product Bulletin 3662-10 (UK)

Release (UK-B) November 2007

# 3M™ Scotchcal™ Film 3662-10

## Description

### Advantages

- Screen printable opaque vinyl
- Excellent hiding power
- Use on unsealed, exterior, pedestrian surfaces
- Easily removable; little or no adhesive residue
- Exterior, short term durability

### Applications and End Uses

Scotchcal Film 3662-10 is a durable, removable film that when protected by 3M™ Scotchcal™ Overlaminates Film 3647 makes Scotchprint® Graphics for Pavements. This graphic system is warranted by the 3M™ MCS™ Warranty.

- For use in exterior applications
- For use in areas of pedestrians
- For use on unsealed surfaces such as concrete, asphalt, brick pavers

### Application Ideas

Pavement graphics provide a unique method for reaching consumers at the retail point-of-customer-contact. Almost anywhere where there are pedestrians, pavement graphics can present your message effectively to customers, clients, visitors and employees. Here are just some of the many locations and ways a pavement graphic may be used whether it is needed for just a day or for months:

- Use outside at fairs, trade shows, retail outlets, entertainment and sports venues, convention centres, private businesses, schools, public buildings and special events such as parades and marathons
- Build brand equity and support for sales promotions at the retail level
- Use for market test promotions
- Advertise product brands, sales, and upcoming events
- Create directional and informational signs
- Promote internal company events such as celebrations, employee recognition, etc.

### Limitations of End Uses

The following applications are not warranted:

- Exposure to vehicle traffic.
- Exposure to snowploughs, snow shovels, heavy equipment traffic
- Car park applications

### Film and Overlaminates

The film and overlaminates used to make screen printed, Scotchprint® Graphics for Pavements are designed to work together.

- Film 3662-10
- Overlaminates film 3647

### Recommended Application Surfaces

#### **Warning**

The safety and performance of pavement graphics are warranted or assured only on the **unsealed, exterior, pedestrian surfaces** listed below. Any other surface must be approved in writing by 3M Commercial Graphics Division Technical Service prior to application.

- Asphalt
- Concrete
- Paving bricks

Some exterior surfaces are highly dimensional and the film's adhesive may not have enough contact area to adhere properly to the surface. Contact your local 3M Commercial Graphics Technical Service person if you have a question about the suitability of any surface.

#### **Important Note**

When pavement graphics are used on vehicle roadways for special events such as parades and marathons, remove the graphics immediately upon completion of the event and before normal traffic resumes.

## Compatible Products

- 3M™ Screen Printing Ink Series 9700 UV (line colour and four colour)
- 3M™ Screen Printing Ink Series 9800 UV (line colour and four colour)
- 3M™ Screen Printing Ink Series 1900
- 3M™ Scotchcal™ ElectroCut™ Film Series 100 (See section “Film Decorating” on this page.)
- 3M™ Scotchcal™ Overlamine Film 3647

## Characteristics

Property	Description
3M™ Scotchcal™ Film 3662-10	50 micron (0.05mm)opaque white vinyl
Thickness (film plus adhesive)	150-170 micron (0.15 to 0.17 mm)
Adhesive	Pressure sensitive
Adhesive Colour	Grey
Removal	Removable without heat
Liner	94 pound, premium performance
Application surfaces	Unsealed, exterior pedestrian surfaces including asphalt, concrete, paving bricks
Application temperature range*	+10° to +32°C <i>air, film and surface</i>

*\*For applications nearing the minimum temperature range, please contact your local technical service representative to confirm suitability of application*

## Effective Performance Life

When 3M™ Scotchcal™ Overlamine Film 3647 is applied to 3M™ Scotchcal™ Film 3662-10 in accordance with 3M recommended procedures to make Scotchprint® Graphics for Pavements, the following performance may be expected. The performance is based upon foot traffic experience in the field. Graphics may be damaged by heavy equipment such as snowploughs and snow shovels; minor edge chipping is unavoidable. These types of damage are not covered by 3M's warranty. Performance depends upon the condition and preparation of **unsealed, exterior, pedestrian surfaces** before application, the exposure conditions, and the maintenance of the graphics.

**Warranted Durability: 3 months**

## Screen Printing

3M™ Screen Printing Ink Series **9700 UV** (line colour and four colour) or 3M™ Screen Printing Ink Series **9800 UV** (line colour and four colour) or 3M™ Screen Printing Ink Series **1900** (line colour and four colour) may be used to print film 3662-10. Refer to the 3M Related Literature section, page 3, to identify the product bulletins and instruction bulletins for the inks you are using to screen print.

**Do not use an overprint clear.**

## Film Decorating

Film 3662-10 may be decorated with 3M™ Scotchcal™ Film Series 100 and then overlaminated with film 3647.

## Overlamine

Overlamine film 3647 must be applied to film 3662-10 to make a warranted Scotchprint® Graphic for Pavements. Refer to Product Bulletin 3647 for further details.

## Cutting

We recommend cutting radiuses on any sharp corners after lamination. This helps prevent premature lifting of the graphic after application.

The following are common cutting methods for this film. See Instruction Bulletin 4.1 for details.

- Die cutting
- Hand cutting
- Guillotine cutting

## Application and Maintenance

See Instruction Bulletin 5.33 for detailed application, cleaning and maintenance instructions.


Pavement graphics should be cleaned periodically for optimum skid resistance and appearance.

## Removal

This product is removable without heat or chemicals for up to 3 months. See Instruction Bulletin 5.33 for details.

## Shelf Life, Shipping, and Storage

- Unprocessed film has a shelf life of 2 years after receipt from 3M. Processed film has a shelf life of 1 year. However, the total shelf life of a graphic before and after processing cannot exceed 2 years.
- Store the film in a clean, dry area, out of direct sunlight, at less than 38°C (100°F) and in the original container.
- We recommend storing and shipping pavement graphics lying flat or rolled, graphic side out, on a 6 inch (152 mm) diameter core. This helps prevent the film from wrinkling or popping off the liner.
- See Instruction Bulletin 6.5 for details.
- **Health and Safety**

 <b>Caution</b>
When handling any chemical products, read the manufacturers' container labels and the Material Safety Data Sheets (MSDS) for important health, safety and environmental information.
To obtain MSDS sheets for 3M products, you may contact our Toxicology/Product Responsibility Department on 01344 858000.
When using any equipment, always follow the manufacturers' instructions for safe operation.

## Physical Properties

The values given are typical for unprinted 3M™ Scotchcal™ Film 3662-10 and are not for use in specifications. Contact your local 3M sales representative to request a custom specification.

Property	Imperial	Metric Units
Tensile strength (minimum)	13 pound/inch at 73°F	2.3 kg/cm at 23°C
Shrinkage when applied	0.032 inch max.	0.8 mm max.

## 3M Related Literature

Listed below is related 3M technical literature that may be of interest.

Subject	Bulletin No.
<b>Product Bulletins</b>	
3M™ Scotchcal™ Overlamine Film 3647	3647
3M™ Screen Printing Ink Series 1900	1900
3M™ Screen Printing Ink Series 9700 UV	9700
3M™ Screen Printing Ink Series 9800 UV	9800
3M™ Scotchcal™ ElectroCut™ Film Series 100	100
<b>Instruction Bulletins</b>	
Screen Printing with Ink 1900 - line colour - 4-colour	3.12 3.11
Screen Printing with Ink 9700 UV - line colour - 4-colour	3.4 3.13
Cold Roll Lamination	4.22
Scoring and Cutting	4.1
Application and Maintenance of Scotchprint® Graphics for Pavements	5.33
Storage, Handling, Maintenance, Removal	6.5

## Glossary of Terms

### Matched Component System™ or MCS™

The system pursuant to which Finished Graphics are produced by a Graphic Manufacturer using only 3M Products and components and manufactured in accordance with 3M's Product or Instruction Bulletins, 3M Specification Document and using 3M Approved Technologies.

### Removable Adhesive

Films with removable adhesive can be lifted easily from most suitable substrates and may require the application of heat to add the process.

## Important Notice to Purchaser

The 3M products described in this publication are covered by a 3M warranty and limitation of liability.

3M's warranty provides that if 3M finds that goods are defective in material or workmanship they will be replaced or the price refunded at 3M's option but note that 3M does not accept liability for other direct losses (except for personal injury or death) or consequential losses relating to defective products or from information supplied by 3M. Purchasers and users of 3M products, and not 3M supplying companies, are always solely responsible for their required or intended use.

## Technical Assistance

For help on specific questions relating to 3M Commercial Graphics Division Products, contact your local Technical Service Representative.

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internet: [www.scotchprint/uk](http://www.scotchprint/uk)

## Sales Assistance

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28 Great Jackson Street  
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