



Wallcover

Ahlstrom EasyLife[®] Spray & Up Digital

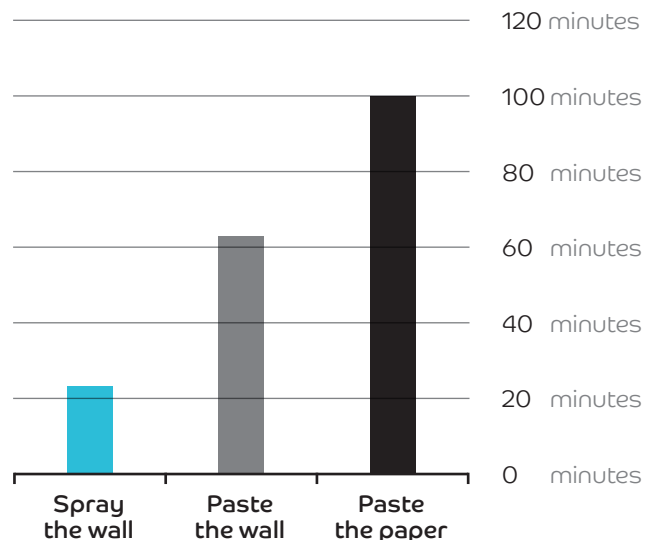
BR9708SU167D

- Patent pending adhesive system helps you deliver an amazing decorating experience for everyone
- Unique structure
- HP qualified media
- Extensive range of widths, customized for HP machines
- PVC free
- Reduces application time by up to 60%, compared to paste-the-wall products
- Easy to apply, align and re-position
- Faster clean-up time

Quick, easy and clean

An amazing advance forward, our new PVC free, HP qualified, digital printable materials eliminate the need for conventional wallcover paste. Simply spray the wall with water, then apply directly.

Time to hang wallcover to area of 4.5 sqm*



*Area of 4.5m² included one corner, one electrical/internet outlet, and baseboard trim

Characteristics:

- BR9708SU167D is a wet-laid nonwoven designed with 2 layers and uncoated
- It is a HP approved material, designed for digital latex printing

Product application:

- Wall needs to be sealed, either painted or at least one coat of primer applied to surface
- Standard spray bottle can be used
- Fill spray bottle with tap water
- Turn nozzle to spray function
- Recommend water to be applied at rate of 100ml per 1 sqm
- Material can be re-positioned and re-aligned during first 10 minutes

Product removal:

- When it's time for a change, product can be easily removed from the wall in one piece

Benefits:

- Delivers unique 3D structures and different design possibilities
- Reduces application time by up to 60%, eliminates use of traditional adhesives, delivering less mess and faster clean up time
- PVC free, requiring no adhesive, only water for application, helping to create a clean environment for end users
- Same on-the-wall performance as current paste-the-wall or paste-the-paper solutions

Packaging & handling recommendations:

- **Humidity:** Minimize exposure of unprotected web to warm humid conditions as much as possible (<50% humidity, <23°C). Exposed sheets can begin to feel tacky after 10 minutes when exposed to humid environments. Dehumidifying or drying the web will render the sheets non-tacky
- **Packaging:** rolls should be packaged and stored in a completely sealed polybag and/or stretch wrap to protect the entire roll (surface, edges, and core) from humidity
- **Tension:** For additional protection, use minimal roll tension when winding after printing (<1N/cm) and/or a protective release liner if low tension cannot be used

Physical properties		
Basis weight	173	gsm
Thickness	362	µm
Bulk	2.09	cm³/g
Tensile strength MD	4171	N/m
Tensile strength CD	2647	N/m
Tensile elongation MD	10.2	N/m
Tensile elongation CD	12.8	N/m
Tensile strength average	3409	N/m
Wet Tensile strength MD	1744	N/m
Wet Tensile strength CD	1200	N/m
Wet Tensile strength average	1472	N/m
Ratio wet/dry	43.2	%
Brightness	88.5	%
Opacity	91.8	%
Wet Stability	0.08	%

Contact Ahlstrom sales

EMEA

+49 89 419 4380
wallcover@ahlstrom.com

North America

+1 770 650 2100
wallcover@ahlstrom.com

China

+86 216 466 9222
wallcover@ahlstrom.com

Learn more: www.ahlstrom.com

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