

# technical bulletin

Date: 05/16/2006

Re: DuraCOLOR™ Gold & Gold Fade Graphics – Cleaning Recommendation

Unique designs, color ranges and patterns are achieved with our DuraCOLOR™ Graphics Technology. Utilizing a thermal print process, graphic images and designs are bonded to our 2 mil premium vinyl materials, which really make the graphics stand out.

DuraCOLOR™ products are warranted for 3-5 years for colorfastness. For added protection and to increase the life of your graphics we utilize special thermal foils which inherently protect your printed graphics from the harmful affects of the sun's ultraviolet rays as well as exposure to chemicals such as gasoline, diesel fuel, alcohol, car wash soaps, oils and cleaners.

However, due to the properties of the thermal transfer materials of our DuraCOLOR™ Gold foils, graphics manufactured with this process requires further care. To create the Gold look, microscopic flakes of Copper are utilized within the thermal foil. Thus, due to the fact that Copper tarnishes when it comes in contact with citrus fluids, it is recommended that cleaning products with ingredients that include citrus not be used when cleaning our graphic products.

If soaps/cleaners with citrus ingredients are used on graphics with Gold process, tarnish spots may occur. Mild soaps with no citrus additives are highly recommended.



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