Series 7725SE-400, Fluorescent Film

Product Description

• 3.25-mil, cast fluorescent vinyl film
• For electronic cutting and Solvent Screen Printing

Product Features

• Pressure-sensitive non-removable adhesive
• Five gloss, opaque fluorescent colors
• Extremely conspicuous in daylight, activated by exposure to near-ultra-violet light (not black light)
• Superior cutting and weeding, as small as 0.5 in (1.27 cm)
• Conforms to flat surfaces, with and without rivets
• Expected Performance Life of 1 year (unwarranted period for unprinted film with no graphic protection, applied to a flat, vertical, outdoor surface

Recommended Types of Graphics and End Uses

• Prespaced and electronically cut graphics
• High-visibility and weather-resistant unprinted or screen-printed graphics

Recommended Compatible Products

See 3M.com/graphicswarranties for a complete list of compatible products that are approved by 3M for use with the base film covered in this Bulletin and used for the creation of a graphic that may be eligible for the 3M™ MCS™ Warranty or 3M Performance Guarantee.

Screen Printing Inks for 3M™ MCS™ Warranty

• 3M™ Screen Printing Ink Series 1900 (Solvent), line color and four color process

Graphic Protection

• 3M™ Screen Print Gloss Clear 1920DR

Application Tapes

See 3M Instruction Bulletin AT-1 to determine what application tape is recommended for the film or finished graphic.

Other Products

• 3M™ Edge Sealer 3950
• 3M™ Edge Sealer Tape 8914

NOTE: For non-digitally printed Finished Graphics, check your eligibility for the 3M™ MCS™ Warranty by viewing the Warranty Period found within the Product Bulletin or using the warranty selector at www.3m.com/graphicswarranties.
3M™ Scotchcal™ ElectroCut™ Graphic Film

Characteristics

These are typical values for unprocessed product. Processing may change the values.

Physical Characteristics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Material</td>
<td>Vinyl, gloss</td>
</tr>
<tr>
<td>Film Color</td>
<td>Film Color Number:</td>
</tr>
<tr>
<td></td>
<td>7725-SE404</td>
</tr>
<tr>
<td></td>
<td>7725-SE405</td>
</tr>
<tr>
<td></td>
<td>7725-SE406</td>
</tr>
<tr>
<td></td>
<td>7725-SE413</td>
</tr>
<tr>
<td></td>
<td>7725-SE414</td>
</tr>
<tr>
<td></td>
<td>Film Color:</td>
</tr>
<tr>
<td></td>
<td>Yellow Orange</td>
</tr>
<tr>
<td></td>
<td>Yellow</td>
</tr>
<tr>
<td></td>
<td>Green</td>
</tr>
<tr>
<td></td>
<td>Fuchsia</td>
</tr>
<tr>
<td></td>
<td>Red Orange</td>
</tr>
<tr>
<td>Thickness Without adhesive</td>
<td>3.25 mil (0.09 mm)</td>
</tr>
<tr>
<td>With adhesive</td>
<td>4-4.5 mil (0.1-0.11 mm)</td>
</tr>
<tr>
<td>Adhesive</td>
<td>Pressure sensitive</td>
</tr>
<tr>
<td>Adhesive Color</td>
<td>White</td>
</tr>
<tr>
<td>Liner</td>
<td>Kraft white paper</td>
</tr>
<tr>
<td>Adhesion, Typical 24 hours after application</td>
<td>Polycarbonate: 4 pounds/inch (0.7 kg/cm)</td>
</tr>
<tr>
<td>Tensile Strength</td>
<td>5 pounds/inch at 73 °F (0.9 kg/cm at 23 °C)</td>
</tr>
<tr>
<td>Chemical Resistance</td>
<td>Resists mild alkalis, mild acids, and salt</td>
</tr>
<tr>
<td></td>
<td>Excellent resistance to water (does not include immersion)</td>
</tr>
<tr>
<td>Flammability</td>
<td>ASTM E84 test report: click here or go to the On-line Catalog at 3Mgraphics.com</td>
</tr>
<tr>
<td></td>
<td>All available test reports: call 1-800-328-3908</td>
</tr>
</tbody>
</table>

Application Characteristics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finished Graphic Application Recommendation</td>
<td>Surface type: Flat, with and without rivets</td>
</tr>
<tr>
<td></td>
<td>Substrate type: Smooth, rigid vehicle materials such as glass, aluminum, paint, ABS molding</td>
</tr>
<tr>
<td></td>
<td>Application method: Wet</td>
</tr>
<tr>
<td></td>
<td>Application temperature (air and substrate):</td>
</tr>
<tr>
<td></td>
<td>Flat surfaces with and without rivets: 50–100 °F (10–38 °C)</td>
</tr>
<tr>
<td>Temperature Range After Application</td>
<td>-40 to +225 °F (-40 to +107 °C) (not for extended periods of time at the extremes)</td>
</tr>
<tr>
<td>Graphic Removal</td>
<td>Not removable</td>
</tr>
</tbody>
</table>
Warranty Information

Warranty Coverage Overview
The warranty coverage for eligible graphics is based on the user both reading and following all applicable and current 3M Graphics Product and Instruction Bulletins. The warranty period for eligible graphics is as stated in the 3M Graphics Warranties Matrices at the time that the film was purchased. Information found at 3M.com/graphicswarranties includes:

- **3M Graphics Warranties Bulletin**
  - This bulletin contains information on limitations and exceptions, and warranty period reductions for 3M Graphics Warranties. The warranty period may be reduced and stipulations may apply for certain constructions, applications, and graphic exposures as covered in this Bulletin.

- **3M Graphics Warranties Selector**
  - Use this selector to search for your vertical warranty period by product type, ink type, film name, and/or ink/printer platform.

- **U.S. Desert Southwest Region Map**
  - Use this map of hot, arid desert areas to determine if you are subject to reduced warranted durabilities.

The warranties set forth in this Bulletin are made in lieu of all other express or implied warranties, including any implied warranty of merchantability, fitness for a particular purpose, or arising out of a course of dealing, custom, or usage of trade.

**IMPORTANT NOTE**
Screen printed vehicle graphics require a liquid clear coat in order to be eligible for the 3M™ MCS™ Warranty. Liquid clear coats 1930 and 9730UV may haze, which is not covered by the 3M™ MCS™ Warranty.

3M Basic Product Warranty
3M Graphics Products are warranted to be free of defects in materials and manufacture at the time of shipment and to meet the specifications stated in its applicable 3M Graphics Product Bulletin and as further set forth in the 3M Graphics Warranties Bulletin.

Limited Remedy
The limited remedy applicable to each warranty is addressed in the 3M Graphics Warranties Bulletin found at 3M.com/graphicswarranties.

Limitation of Liability
Except where prohibited by law, 3M SHALL NOT UNDER ANY CIRCUMSTANCES BE LIABLE TO PURCHASER OR USER FOR ANY DIRECT (EXCEPT FOR THE LIMITED REMEDY PROVIDED IN THE 3M GRAPHICS WARRANTIES BULLETIN), INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, LABOR, NON-3M MATERIAL CHARGES, LOSS OF PROFITS, REVENUE, BUSINESS, OPPORTUNITY, OR GOODWILL) RESULTING FROM OR IN ANY WAY RELATED TO 3M’S GRAPHICS PRODUCTS, SERVICES, or THIS BULLETIN. This limitation of liability applies regardless of the legal or equitable theory under which such losses or damages are sought.

Warranty Period Matrices
See the 3M Graphics Warranties Matrices at 3M.com/graphicswarranties, for vertical warranty period information specific to your film.

Additional Limitations
See the 3M Graphics Warranties Bulletin at 3MGraphics.com/warranties, for terms, additional limitations of your warranty, if any, and limitations of liability.
Factors that Affect Graphic Performance Life

The actual performance life of a graphic is affected by:

- the combinations of graphics materials used.
- complete ink drying or curing.
- selection, condition and preparation of the substrate.
- surface texture.
- application methods.
- angle and direction of sun exposure.
- environmental conditions.
- cleaning or maintenance methods.

Graphics Manufacturing

⚠️ CAUTION

Before using any equipment, always read the manufacturer’s instructions for safe operation.

Screen Printing

Formulations and processing conditions can affect ink durability. Refer to the Product and Instruction Bulletins for your ink for limitations and proper usage.

Cutting

See 3M Instruction Bulletin 4.1 for Sheet, Scoring and Film Cutting details.

Weeding

The excess film should be weeded (removed) as soon after cutting as practical. This is to minimize the effect of possible adhesive flow 24 or more hours after cutting.

Graphic Protection

Graphic protection may improve the appearance, performance and durability of the graphic. Click on the graphic protection options listed in Product Bulletin or see the 3M Graphics Market Product Catalog, for more information.

ℹ️ IMPORTANT NOTE

During installation, scratches may occur on films without graphic protection.

Application Tapes

There are two types of application tapes. See 3M Instruction Bulletin AT-1 to determine what application tape is recommended for the film or finished graphic.

Premasking Tape

Increases stiffness during application while preventing stretching and damage. Use when little or no liner is exposed. See 3M Instruction Bulletin 4.3 for complete details.

Prespacing Tape

Holds cut and weeded letters or graphics in place during application and after removing the film liner, while preventing stretching and damage. Use when large amounts of liner are exposed. See 3M Instruction Bulletin 4.3 for complete details.
Application and Installation

In addition to other 3M Bulletins specified in this document, the following Bulletins provide details that you may need to successfully apply a graphic.

- 3M Instruction Bulletin 2.1 Design of graphics.
- 3M Instruction Bulletin 3.11 Screen Printing, 3M™ Screen Printing Ink Series 1900 four color and Screen Print Clear VI0402.
- 3M Instruction Bulletin 3.12 Screen Printing, 3M™ Screen Printing Ink Series 1900 Line Color and Screen Print Clear VI0402.

Stretchability

Many finished graphic constructions can be stretched without primer or relief cuts and maintain lift resistance.

- For Straight trucks, semi-trucks and semi-trailers, see 3M Instruction Bulletin 5.4 for details and exceptions.

3M™ Tape Primer 94 and Adhesion Promoter 111

3M recommends that where the film will be stretched, use primer to maximize a graphic’s bond to its substrate.

Maintenance and Cleaning

Use a cleaner designed for high-quality painted surfaces. The cleaner must be wet, non-abrasive, without solvents, and have a pH value between 3 and 11 (neither strongly acidic nor strongly alkaline). See 3M Instruction Bulletin 6.5 for details.

Removal

Not removable. 3M makes no claims as to the ease or speed of removal. This product may not remove similarly to other products in the same category. See 3M Instruction Bulletin 6.5 for details.

Shelf Life, Storage and Shipping

Shelf Life

The shelf life is never more than 3 years from the date of manufacture on the original box. If you process the film, the shelf life is changed to 1 year from the processing date, but not later than the 3 year maximum from the manufacturing date.

Storage Conditions

- 40° to 100 °F (4° to 38 °C)
- Out of sunlight
- Clean, dry area
- Original container
- Bring the film to room temperature before use

Shipping Finished Graphics

Flat, or rolled printed side out on 6 inch (15 cm) or larger core. This helps prevent the application tape, if used, from popping off.

Health and Safety

⚠️ CAUTION

When handling any chemical products, read the manufacturers’ container labels and the Safety Data Sheets (SDS) for important health, safety and environmental information. To obtain SDS sheets for 3M products go to 3M.com/SDS, or by mail or in case of an emergency, call 1-800-364-3577 or 1-651-737-6501.

When using any equipment, always follow the manufacturer’s instructions for safe operation.

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