



A slightly rougher version of Polster, Ruff is a natural texture that emulates materials such as stucco, brick, or stone. Ideal for commercial environments, this Type II Compliant wallcovering is super durable and stands up to wear and tear, while also meeting environmental demands for sensitive spaces like schools, hospitals and public buildings.

Vescom wall paper meets Environmental Protection Agency (EPA) requirements for low-VOC emitting products and is Class A fire resistant. Compatible with Latex, Eco-solvent, Solvent and UV inks, this phthalate-free substrate installs easily with common adhesives and installation techniques.

Benefits	Applications	Customers
<ul style="list-style-type: none"> • Type II PVC • Commercial Grade, Class A Fire Rating • Meets EPA requirements for low VOC emitting products • Phthalate free substrate • Compatible with all Latex, Eco-Solvent, Solvent, and UV Inks 	<ul style="list-style-type: none"> • Corporate environment murals • Healthcare facilities • Schools • Retail and entertainment venues 	<ul style="list-style-type: none"> • Large-format print service • Design firm/ad agency • In-house • Federal government • Schools • Sign companies



SPECIFICATIONS	
Material Type	100% PVC Face
Texture	Ruff
Backing	Non Woven Backing
Gauge	18 mil
GSM	448
Weight	20 oz linear yard
Opacity	100%
Brightness	87.10
Whiteness	89.44
Finish	Liquid top coatings can be used for added protection or desired finishes. To achieve Type II results, product must be paired with Marabu ClearShield Wall Armor.
Gloss Level	6.4 (60)
RIP & Printer Media Settings	Optimal printer settings will vary from printer manufacturers. A suggested starting point is setting the pre and post heaters to 122° F (50° C). For the best and most consistent results, a profile should be created using an external color calibrator in conjunction with your RIP and color matching software. If a custom profile is not available, the on-board media setting, Cast Vinyls, typically used for vehicle wraps, is a good place to start.
Light Fastness	The fading time of inkjet ink is a direct result of the inks that you choose to use and the environment where the print is displayed. Contact the ink manufacturer for light-fastness data.
L*	94.33
A*	-0.18
B*	-0.62
Fire Rating	Class A
Core Size	3" ID core
Optimal Service Environment	For printing: 60°-80° F, 50% Relative Humidity. For end use: -40°-176° F (-40°-80° C).
Ideal Storage Conditions	70° F (21° C), 50% R.H. (a controlled environment is recommended); store vertically in original packaging.
Color	Bright white PVC
Ink Compatibility	Compatible with all low-solvent, solvent, UV-curable and latex printers.
Shelf Life	1 year storage in original package under recommended storage conditions above.

SKU	Size	UPC Code	Region
RUFFNW54150	54 in x 150 ft	848412025194	AMS
RUFFNW54300	54 in x 300 ft		AMS

Product Performance & Suitability: All of the descriptive information and recommendations should be used only as a guide. Furnishing such information and recommendations shall in no event constitute a warranty of any kind. All purchasers shall independently determine the suitability of the material for the purpose for which it is purchased. Seller's and manufacturer's only obligation shall be to replace such quantity of the product proved to be defective. Neither the seller nor manufacturer shall be liable either in tort or in contract for any loss or damage, direct, incidental or consequential (including loss of profits or revenue) arising out of the use of or the inability to use the product. No statement or recommendation not contained herein shall have any force or effect unless in agreement signed by officers of seller and manufacturer.