

belbien®



POLYFLOR™
COVERING THE WORLD



We provide something that only we can create.

"Belbien" provides self-adhesive decorative films with excellent design quality, durability, and water resistance. With a rich variety of 600 patterns, Belbien products have been used since 1980 in a variety of applications around the world, ranging from interior design of buildings to fittings, furniture, sign boards, vehicles, and vessels.

Belbien supply rolled films that can be applied to complicated shapes and large structures. In addition, we use pressure-sensitive adhesive to eliminate the need for curing, achieving clean film application in a short time.

bel

The Future of Refinishing

Featuring an air-release pressure-activated adhesive backing, Belbien allows you to modernize a space with very little downtime or area disruption. By applying Belbien onsite to existing surfaces, you avoid major overhaul costs and significantly minimize the impact on landfills. Belbien also possesses several qualities that allow for easy maintenance, including water resistance and flexibility.

Applicability

Belbien can be applied to many 2-D surfaces, from metal elevator doors to high pressure laminate countertops. The application process is simple and fast, so any disruption of regular activity is minimal.

Flexibility

Belbien's superior flexibility allows for it to be smoothed over angled surfaces without the need for special equipment or cutting. Many Belbien patterns have the flexibility to be applied to curved surfaces with a seamless finish.

Easy Maintenance

Belbien finishes offer easy maintenance thanks to their excellent solvent resistance and stain resistance. In most cases, marks and stains can be easily removed by cleaning the surface with soapy water.

Water Resistant

Belbien has greater water resistance than common types of wallpaper or wall covering cloth, making it the perfect solution for bathrooms.

Durability

Belbien is made to last and has a proven track record of durability thanks to its 0.2 mm thick PVC and strong air-release adhesive bond.

Fire Rated

Belbien achieves a Group 2 rating and meets UL-723 Fire and Smoke Ratings, making these vinyl films the perfect solution in public areas such as theatres, cruise ships, and trains.

Match Existing Surfaces

In addition to over 400 different standard finishes, Belbien also provides the ability for customers to match their existing surfaces with custom patterns and colors.

belbien®

timber

 <div>White Ash WB-403</div>	 <div>White Oak W-650</div>	 <div>Weathered Oak W-652</div>	 <div>Blonde Oak EW-1209</div>	 <div>Refined Ash W-732</div>	 <div>Blonde Limed Oak SW-151</div>	 <div>Washed Oak W-651</div>	 <div>Victorian Ash SW-70</div>	 <div>Champagne Oak W-660</div>
 <div>Viera Oak SW-54</div>	 <div>Light Ash SW-60</div>	 <div>Teak W-631</div>	 <div>Heritage Oak WB-404</div>	 <div>Brown Linear W-641</div>	 <div>Grey Linear W-640</div>	 <div>Caramoan Oak W-358</div>	 <div>Amber Oak WA-382</div>	 <div>Walnut SW-148</div>
 <div>Wenge SW-49</div>	 <div>Mocha SW-77</div>	 <div>Chocolate Elm SW-137</div>	 <div>Dark Raven W-223</div>	 <div>Espresso SW-112</div>	 <div>Smokey Oak SW-154</div>	 <div>Black Japan SW-110</div>	 <div>Black Bamboo W-726</div>	

linen



White Linen F-719	Lunar Linen DA-57	Silver Linen F-470	Golden Linen F-469	Sapphire Linen F-478	Graphite Linen F-717	Charcoal Linen F-716	Noir Linen F-714
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leather



White Morrocco K-200	Tan Leather K-216	Brown Morrocco K-203	Black Leather K-206	Black Morrocco K-201
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abstract

Frosted Web DA-47	Dawn Cascade DA-63	Alabaster Weave DA-72	Light Concrete Jungle DA-90	Elven White CM-82	Concrete Cascade DA-86	Silver Canvas CM-131	Concrete Weave DA-89	Rusty Grey DA-54
Urban CM-55	Elven Natural CM-83	Dark Concrete Jungle DA-91	Luminous Black CY-109	Mystic Black W-805	Infinity F-723	Elven Black SW-146	Rusty Charcoal DA-53	Coal DA-74
Crushed Black DA-41	Nocturne Cascade DA-64	Dark Web DA-48	Onyx Weave CM-121					

metallics

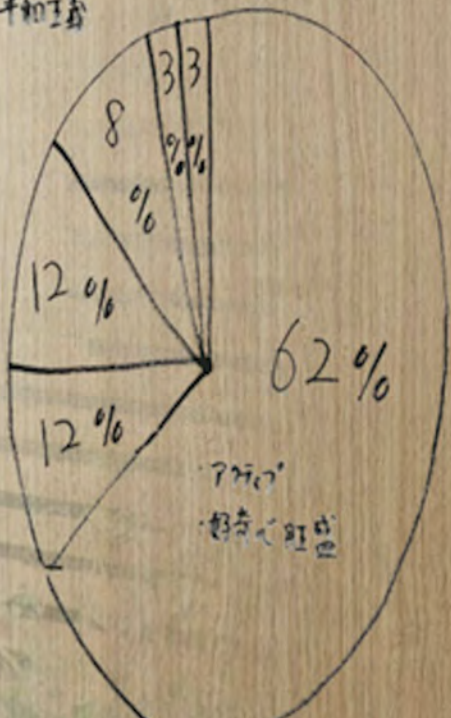
 Precious Silver FM-38	 Rose BR-292	 Scratched Copper CM-133	 Brushed Steel BR-392	 Champagne FM-33	 Burnished Copper CM-135	 Pewter EM-4216	 Tarnished Copper CM-124	 Brushed Copper CM-134
 Sterling BR-604	 Brushed Metal CM-60	 Brushed Gold FM-34	 Stainless CM-64	 Smokey Pewter EM-4218	 Precious Gold FM-39	 Lead CM-140	 Gun Metal CM-62	 Aged Gold CM-58

whiteboard

Market

お客様の人生に驚異と美観をたたく方法

冷静
感情論
平和主義



Target

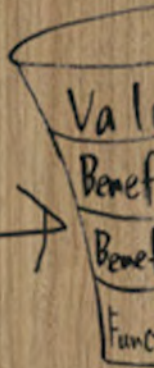
アタリマ！
人とのつながり
共感重視！

カタログ
中面OK
表紙3案
・インベーターカタログと分かるモノ
・白面多い品がある
・写真があってもなくてもよい
線画
1週間後 MTGか？

求めているものは？

- ・Quality?
- ・Cost!
- ・Brand?
- ・個性的?・自分
- ・希少性?・オ
- ・便利? 手軽さ
- ・Experience?

- ・エコフレ
- ・シンアロ



TECHNICAL DATA

Belbien supplied by Polyflor Australia is for interior use only.

PRODUCT SIZE

Width: 1220mm
Length: 50m/roll
Thickness: ca0.2mm

ADHESION DURABILITY AFTER HEATING

No adhesion degradation after being left in an atmosphere at 70°C for 1 month.

COLOUR FASTNESS

SW, W, WA, WB, CM, DA, FM, K, F, BR, CY. No appreciable change after 5000hrs. All other Belbien vinyls, no appreciable change after 300hrs.
» Sunshine Carbon Arc Weathering Test (ISO 4892-4)

STAIN RESISTANCE

The following substances can be removed, even after 24 hours, with a neutral detergent or ethyl alcohol wipes.

» Coca- Cola	» Facial Soap Diluted Water (1%)
» Wine	» Body Soap Diluted Water (1%)
» Ketchup	» House-Use Ammonia
» Vinegar	» 10% HCL
» Soy Sauce	» Formalin
» Water-Ink Marker (Black)	» Oxygenated Water

Residue of Oil-Ink Marker and Shoe Polish can be removed from EM and EW with neutral detergent or ethyl alcohol.

CHEMICAL / SOLVENT RESISTANCE

Test Result	Type of Chemicals / Solvent
No change	Petroleum Benzene
	Ethyl Alcohol
	Heptane
	N-hexane
	Ammonia Water
	10% HCL
	10% NaOH
Change on surface	Toluene
	Ethyl Acetate
	Methyl Ethyl Ketone

- » EM, EW is not damaged by the above-mentioned chemicals/solvents.
- » Chemical was applied to Belbien and after 6 hours, Belbien was washed and inspected. (ISO 4586-2)

DIMENSIONAL STABILITY

The cut width expansion is within 0.3mm (ISO 11501)

ADHESION STABILITY UNDER MOISTURE

No adhesion degradation after being left in an atmosphere at 45°C and RH at 95% for 1 month.

ABRASION RESISTANCE

Abrasion ends at 7000 cycles.
» Taber Abrasion Test
CS-17 wheel loaded with 1kg weight

HEAT CYCLE DURABILITY

Neither delamination or colour change is observed.
» Installed Belbien at size of 120 x 120mm on an aluminum plate. Left for 2hrs at -20°C, ten times. Then checked the adhesion and colour change.

ANTI-CRACK UNDER LOW TEMPERATURE

No crack observed after 24 hrs at 0°C.

ANTI-MOULD PROPERTIES

Anti-mould properties testing (by JIS Z 2911: 2010)
» No visible mould growth was observed under a microscope.

BONDING STRENGTH

	With Primer	No Primer
Plywood (Lauan)	40.18	-
Plywood (Basswood)	45.25	-
Plaster Board	5.33 ¹	-
Silicate Calcium Board	46.08	-
Galvanized Steel	47.04	38.22
Aluminum Plate	-	29.40
Stainless Steel	-	31.36
Acrylic Board	-	32.34

» After 24hrs of adhesion onto each of the above mentioned substrates, Belbien was peeled off the substrate at 180° angle (N/25mm wide).²
Results in MPa

- 1 Destroy the substrate.
- 2 This value is for Belbien W-216. Each value slightly differs according to the type of Belbien.

FIRE PERFORMANCE

Group Number Classification 2
Average Specific Extinction Area 65 m²/kg
» As determined by AS 5637.1-2015

BELBIEN is produced under very strict quality control, however colour and glossiness may vary slightly on each product lot. Above data is based on measured values and not guaranteed values.

BELBIEN WHITEBOARD

Belbien Whiteboard sheet is designed and manufactured for interior use.

PRODUCT DIMENSION

Width: 1250mm
Length: 30m/roll
Thickness: ca0.2mm

BONDING STRENGTH

	No Primer
Aluminum plate	over 19
Stainless Steel	over 30

» After 24 hrs of adhesion onto each of the above-mentioned substrates, peel Belbien off the substrate at 180° angle (N/25mm wide).
Results in MPa

DIMENSIONAL STABILITY

The cut width expansion is within 0.3mm
» Install Belbien on an aluminum plate with a cut in the center the size of 200mm x 200mm. The plate then needs to be placed into an oven for 2hrs at 100°C. (ISO 11501)

CHEMICAL/SOLVENT RESISTANCE

Test Result	Type of Chemicals/Solvent
	» Petroleum Benzene
» No change	» Ethyl Alcohol
	» Toluene
» Testing by JIS K 6902	

PROCESSING CHARACTERISTICS CHART

Pattern number	Base material (metal)		
	Flat surface	2D curved surface	3D curved surface
BWH (Belbien Whiteboard Sheet)	○	△	×

○: good △: Caution required ×: Inadaptable

FEATURES AND BENEFITS

- » The production lot number of each product is displayed on the paper core and on the side of the cardboard carton. Please note the number before starting to work with the product. If problem occurs, please let us know the lot number.
- » The product appearance can be slightly different between production lots. Please avoid applying products from different lots on the same surface.
- » Do not use or store products outdoors or in any

- place exposed to direct sunlight, fire, heat source, direct blow from an air-conditioner.
- » Do not use the products near any heat-producing object such as a pan, kettle, or steam iron: it may result in the deterioration of the sheet.
- » Some types of lighting fixtures (e.g., three-band fluorescent lamps), if combined with Belbien whiteboard sheet, can cause a rainbow to appear.

- » Note that if adhesive or curing tape is left affixed to the surface of a Belbien whiteboard sheet for a long time, it may become sticky and difficult to remove.
- » Before installing film, check compatibility between colour of substrate and Belbien. If the colour compatibility is poor, the finish may be different from what you had expected.

INSTALLATION

Installation environment

- » Belbien supplied by Polyflor Australia is for interior use only.
- » The product needs to be conditioned in the room of installation for a minimum of 2 hours at stable temperatures ie ±2°C prior to installation. For adhesive strength to improve, the temperature needs to remain stable after installation for 24 hours.
- » If the ambient temperature is below 10°C, the film adhesive does not activate well. This causes poor contact, resulting in film bubbling or separation. In this case, raise the ambient temperature and the temperature of the substrate.
- » The substrate must be sufficiently pretreated to ensure that the surface is smooth.
- » If the substrate has been finished with a teflon based paint, the surface MUST be lightly sanded and primer applied to provide adhesion.
- » A film surface will be unrepairable if it is scratched by a thumbtack, ballpoint pen, nail or other sharp objects.
- » Each film is ruled into approx. 50mm squares, which you can use as a guideline for cutting the film.
- » Before cutting or rewinding a Belbien product, place on the floor or workbench a sufficiently cleaned sheet-cutting underlay to prevent the film from being scratched or causing static electricity to attract dust and dirt onto the surface.
- » Please note that when a sheet in roll form is unwound into a flat state, the separator (release paper) may be separated from the sheet.
- » If an uninstalled length must be temporarily stored, wind it with the separator facing inwards, tape the edge with masking tape, and then keep it standing. Avoid laying it down to prevent it from being flawed or creased.

Application

- » Please be careful not to get a hand or any other part of your body cut by the edge of the sheet.
- » For perfect adhesive performance, make sure that the film is in full contact with the substrate. Even if the film seems to be adhered enough, a trace amount of air may be left between the film and base material. The air may expand as the ambient temperature increase, creating bubbles on the surface.
- » The adhesive on the backside is designed to increase the adhesion with the substrate over time.
- » If the substrate has been finished with a teflon based paint, the surface MUST be lightly sanded and primer applied to provide adhesion. (eg. smoothing and sanding), and apply primer so that it is firmly adhered to the surface.
- » To apply a film, use a squeegee with a soft cloth wound around it (rubbing the surface with a hard object will scratch the surface, making marks hard to erase).
- » When a film must be bent, curled, or overlapped on an existing film, coat the substrate thoroughly with a primer to ensure that the film will adhere to the material firmly (corners to which the film is applied should desirably have a radius of at least 2R. If a Belbien film is applied by overlapping on an existing decorative film, it is not regarded as fire-safety-certified).
- » Ensure that the existing film is securely fastened to the substrate and the new film is pressed firmly onto the existing film.
- » Belbien film does not require a heat gun for installation on flat surfaces. If the film needs to be installed around or into a corner, then it may be heated slightly to assist. Do not use force to bend the film as irreversible stress whitening may occur. (Note: Overheating of the film may deform it or result in poor adhesion.)

- » The product needs to be conditioned in the room of installation for a minimum of 2 hours at stable temperatures ie ±2°C prior to installation. For adhesive strength to improve, the temperature needs to remain stable after installation for 24 hours. Please do not use a marker pen, residue may collect in the gaps between the two films and stain the product permanently.
- » Two films of the same pattern can look slightly different from each other in colour and gloss level if they are from different production lots. If you want to apply two of the same patterns from different production lots, please pay particular attention. To prevent a possible problem, we recommend you provide a gap between two films for the joint.
- » Even a solid colour film has a correct orientation. If the orientation is different between two films in the same colour, they look different. When applying films, please make sure that the orientation of the logo printed on the separator looks correct.
- » Depending on the light source, environment, and viewing angle, the texture difference on the joint may become conspicuous.

Overlapping installation

- » Please note that if Belbien is applied to decorative film which already exists on the substrate and fire-certification is required, Belbien may not be considered fire-rated.
- » Before applying a Belbien film on an existing film, apply Belbien primer and wait until it dries. Please pay attention not to allow the primer to be extruded.

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