



FLOCK & FLEX

HIGH QUALITY HEAT TRANSFER FILMS



**FILMS FOR PRINT
AND CUT**



MADE IN FRANCE

PRINT & CUT

Printable heat transfer PU film,
super easy weeding



**TATOO
GRAFFITI
MOZAIC**
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Ecosol Ink jet printing
on dark fabrics ?



CLEARFLEX
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**TATOO NYLON
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Ecosol ink jet
on white shirts ?



SUBLIMPLUS
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Ink jet on Jerseys
(migration) ?

ECOPRINT
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Ink jet on
« Nylon » bags ?



**ACCESSORIES
SEF**
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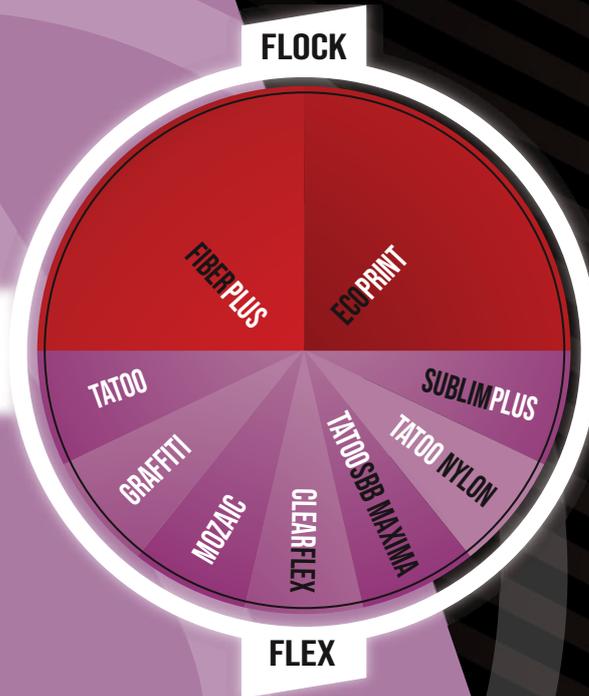
Sublimation ink jet on
dark shirts ?
(flock)



Sublimation ink jet on
dark shirts ?
(flex)



PRINT & CUT



Washing Fastness:

Soft and stretchy heat transfer films have a better washing fastness. During washing or drying a soft film will not break nor crease and has a better resistance to abrasion. We recommend washing garments inside-out.



Adjusting heat transferring specifications to your needs:

The heat transfer specification displayed in this brochure have been set to offer the best product performance.

However you can slightly « tweak » the transferring specifications to your needs. You can lower the temperature for sensitive fabrics and compensate by increasing time & pressure. You can also reduce transferring time by increasing temperature & pressure.

Keep in mind that the temperature displayed by your heat press may not always be accurate, the actual temperature can be quite different, affecting the films performance.



Pre-press, post-press

Pre & post pressing are usually not needed, however, if fabrics contain too much moisture, a short pre-pressing can result in a better and more sustainable transfer. If needed, you can increase the washing fastness of some of our printable films, such as Tadoo and Graffiti, with a short post-pressing right after peeling the transfer tape, 10 to 15 seconds.

TIPS!



WEEDING

TATOO GRAFFITI MOZAIK



One of the thinnest and softest 100% PU printable films you can find!

Tatoo is an opaque polyurethane film. Very light, very stretchable with high washing fastness. Suitable for solvent and eco-solvent printing (including TrueVis). Tatoo is PVC free.

Printable heat transfer PU film with the best compromise between easy cutting and soft feel!

Graffiti is a high quality opaque polyurethane film. Light, stretchable very easy to cut and with high washing fastness. Suitable for Eco-solvent, Solvent and Latex-printing. Graffiti is PVC free.

Printable heat transfer PU film, super easy weeding !

MoZaic is a printable PU flex designed to be very user friendly. You can choose between a fast 5 seconds transfer time or a low 130 °C transfer temperature. Reduce your production time with MoZaic!

ELASTICITY



ONLINE PRODUCT INFORMATION



ONLINE PRODUCT INFORMATION



YOUTUBE VIDEO



ONLINE PRODUCT INFORMATION





VERY LIGHT,
VERY STRETCHABLE !



TATOO

BEST COMPROMISE !



GRAFFITI

SUPER EASY
WEEDING !



MOZAÏC

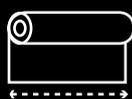
FEATURES

	<i>Silk-glossy surface · Flexible</i>	<i>Easy cutting · Elastic</i>	<i>Matt surface · Expandable</i>
	Opaque · Silk-glossy surface Incredible touch	Opaque · Silk-glossy surface Incredible touch	Matt surface
	Film PU · WaterBased	Film PU · WaterBased	Film PU · WaterBased
	60 µ	60 µ	75 µ
	Eco-solvent · Solvent	Eco-solvent · Solvent · TrueVis · Latex	Eco-solvent · Solvent · TrueVis · Latex

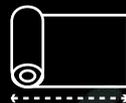
TRANSFER CONDITIONS

	<i>Wash at 60°</i>	<i>Wash at 40°</i>	<i>On polyester</i>	<i>On cotton</i>	<i>Fast laying</i>	<i>Fragile textiles</i>
	165°C / 330°F	165°C / 330°F	125°C / 260°F	150°C / 300°F	150°C / 300°F	130°C / 270°F
	7 sec. + 15 sec. without tape	17 sec.	10 sec.	10 sec.	5 sec.	10 sec.
	Medium / High	Medium	Medium / High	Medium	Medium	Medium
	60°C / 140°F	40°C	60°C / 140°F	60°C / 140°F	60°C / 140°F	60°C / 140°F
	Hot peel	Hot peel	Hot peel	Hot peel	Hot peel	Hot peel

PACKAGING



50/75 cm



25 meters

CLEARFLEX

NO MASK TAPE NEEDED !

ClearFlex is a transparent polyurethane flex film, developed for ecosolvent or solvent inks. Extra light and stretchable, ClearFlex offers a great solution for all white and light colored fabrics. Once printed and applied ClearFlex is so thin and stretchable that it almost feels like a screen printed image. Mirrored printing for total protection. No application tape needed!

FEATURES:

-  Transparent flex for white and light colored textiles
-  Heat sealable PU
-  50 µ
-  15 seconds
-  160 °C / 320 °F
-  60 °C / 140 °F
-  Pressure : Medium / High
-  Cold peel
-  Printable with Eco-solvent and Solvent



ONLINE PRODUCT INFORMATION

PACKAGING

	
50 cm	10 meters
50 cm	25 meters
75 cm	10 meters
75 cm	25 meters



TEXTILES FOR CLEARFLEX

ClearFlex also works fine with light coloured fabrics such as light yellow or light blue. Just make sure that the colour of the fabric is not dominant in the printed artwork.



TATOO NYLON

PU film with very low application temperatur.

ONLINE PRODUCT INFORMATION



MUST HAVE FOR ALL NYLON OR COATED FABRICS !

NYLON

Nylon fabrics are made of polyamide threads and sometimes heat transferring films on nylon fabrics can result in adhesion issues. The adhesion problem is not because of the heat transfer film itself but because of the water-repellent coating the fabric has received. The Nylon fabric being waterproof or water-repellent prevents the film from bonding but Tadoo Nylon contains a very unique hotmelt adhesive that has been specifically designed to bond with nylon fabrics.

An easy test with a drop of water on the fabric will tell you if it is a water-repellent fabric, in which case we strongly recommend the use of Tadoo Nylon.



FEATURES:

- Printable PU with matt surface
- 40°C / 104°F
- Waterbased PU
- Pressure : Medium
- 70 µ
- Cold peel
- 15 seconds
- Printable with Eco-Solvent, Solvent, Latex and UV
- 115°C / 240°F

PACKAGING

50 cm	10 meters
50 cm	25 meters
75 cm	10 meters
75 cm	25 meters

TATOO SBB MAXIMA

Tattoo SBB Maxima is the 4th generation SBB film by SEF Highly technical film designed to prevent migration when heat transferring to dyed polyester fabrics (sports jerseys type).

PREVENTS SUBLIMATED FABRICS FROM BLEEDING THROUGH YOUR GRAPHICS !

FEATURES :

- Printable PU with matt surface
- 60°C / 140 °F
- Waterbased PU
- Pressure : Medium / High
- 160 µ
- Cold peel
- 10 seconds
- Printable with Eco-Solvent, Truevis, Solvent, Latex and UV
- 135°C / 275 °F



ONLINE PRODUCT INFORMATION

PAKAGING

50 cm	25 meter



MIGRATION / RE-SUBLIMATION

Heat transferring films on polyester or polyamide fabrics can result in "migration". The heat of the press can re-activate the inks and start migration (change the color) on the heat-transferred graphic. This migration, or re-sublimation, phenomenon can take 48 to 72 hours to happen, sometimes even 2 to 3 weeks.

- 1 If you transfer on fabrics other than polyester or polyamide there is no actual migration risk, you can therefore use any of our standard heat transfer films.
- 2 If you transfer on sublimated polyester fabrics (the back of the fabrics is white or lighter shade of color) a low temperature film can prevent migration. But test don't guess and use Tadoo SBB Maxima if you have any doubts!
- 3 If you transfer on dispersed dyed polyester fabrics (same color back and front of the fabric) the use of SEF Tadoo SBB Maxima films is mandatory.
- 4 "Soft shell" garments made out of dispersed dyed micro fibers are the worst "migration" case scenario, we recommend to carefully test Tadoo SBB Maxima films every time.



SUBLIMPLUS

THE SUBLIMATION
PRINTABLE HTV
FILM YOU NEED !

Stunning colors and a great PU touch !

In 2006 we introduced one of the very first heat transfer films designed to be printed by sublimation, FiberPlus, and it has been a best seller ever since. We are proud to introduce the new "Flex" version, *SublimPlus*. We created *SublimPlus* with more than 15 years of knowledge in sublimation printable materials. Just like its "cousin" FiberPlus our new film *SublimPlus* has been designed to be printed with a transfer paper for a sharper and cleaner printing experience. Stunning bright colors, very easy to use, and a great PU touch, it's definitely time to go Subim !

FEATURES:

	<i>Sublimation</i>	<i>On clothing</i>
	30 seconds	15 seconds
	180 °C / 356 °F	150 °C / 302 °F
	30 to 40 °C / 86 to 104 °F	
	Waterbased PU	
	120 μ	
	Pressure : Medium <i>5 seconds with FlexTape + 10 seconds without FlexTape</i>	
	Hot peel	
	Printable with sublimation	

YOUTUBE VIDEO



ONLINE PRODUCT
INFORMATION



► PACKAGING



50 cm	25 meters
50 cm	10 meters
50 cm	5 meters



50 sheets	A4
50 sheets	A3

FIBERPLUS



SUBLIMATION BEST SELLER FOR 17 YEARS !

FiberPlus is a heat sealable flock-film for Sublimation printing.

FiberPlus uses an exclusive polyester microfiber, and 100% polyurethane resins.

FiberPlus has an excellent washing fastness (up to 60 °C - 140 °F), is very light and stretchable, and gives outstanding printing results.

FEATURES :

	<i>Sublimation</i>	<i>On clothing</i>
	40 seconds	15 - 17 seconds
	210 °C / 410 °F	165 - 170 °C 320 - 340 °F
	60 °C / 140 °F	
	Waterbased PU	
	400 µ	
	Pressure : Low/Medium	
	Hot peel	
	Printable with sublimation	

PACKAGING



50 cm (19,7")	25 meters
50 cm (19,7")	10 meters
50 cm (19,7")	5 meters
100 cm (39")	30 meters



50 sheets	A4
50 sheets	A3



ONLINE PRODUCT INFORMATION



◀ DEMO VIDEO

MATION



ECOPRINT

With its incredible elasticity and its soft touch EcoPrint is an excellent alternative to standard flex films. EcoPrint is printable with Solvent and Ecosolvent inks.

FEATURES:

-  PVC based
-  40 °C / 104 °F
-  450 μ
-  Pressure : Medium
-  15 - 17 seconds
-  Hot peel
-  160 - 170 °C
320 - 340 °F
-  Viscose flock fibers
-  Printable with Eco-solvent, Solvent

COLORS OF PRINTABLE FLOCK

The soft surface of EcoPrint will absorb more ink than the surface of a flex. For beautiful intense printings you can set place printed to print 2 layers of ink. Most printers allow multiple printings passes. The washing fastness will not be changed.

PACKAGING

	
50 cm	25 meters
50 cm	10 meters
50 cm	5 meters



ONLINE PRODUCT INFORMATION



ACCESSORIES AND TAPES

FLEXTAPE & FLOCKTAPE



► PACKAGING

25 cm	25 meters
25 cm	50 meters
50 cm	25 meters
50 cm	50 meters
75 cm	25 meters
75 cm	50 meters

ONLINE
PRODUCT
INFORMATION
(FLEXTAPE) ►



ONLINE
PRODUCT
INFORMATION
(FLOCKTAPE) ►



WEEDER



TWEEZER



SEF

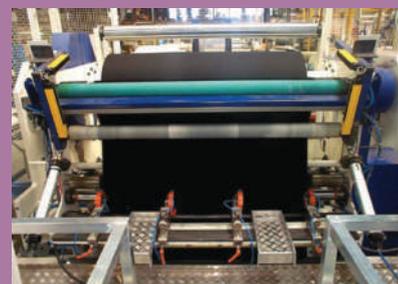
OFFERS THE SECURITY AND TECHNICAL SERVICE OF A MANUFACTURER

You discovered our wide range, colored and soft. Since 49 years SEF is manufacturing products for textile decoration.

With its plant in Laval, SEF is the only integrated manufacturer of water based Flock and Flex films. Ink formulation, coating, flocking, laminating and converting, everything in one single location.

Innovative products, beautiful and easy to use, but also local suppliers, short supply chains, products manufactured «water base» without solvents sprayed into the atmosphere ...

There are many reasons to try and adopt our range of films for textile decoration.



WE STRIVE TO DO BUSINESS IN A MORE ENLIGHTENED WAY, WHY ARE THINGS DIFFERENT HERE AT SEF?



Family run business

An international team working for you in a "family run" company where the human dimension and long run sustainability are crucial factors. 3 generations ago Pierre Lion invented industrial "flocking".



Integrated production

For 49 years SEF does highly technical chemistry. We formulate our own PU, we coat and flock our own films. Manufacturing, R&D, QC, shipping, all in one place.



European and local supply chain

95% of our suppliers are just a few hours driving from the factory in France – no unnecessary CO₂ and pollution importing cheap raw materials, only efficient local suppliers.



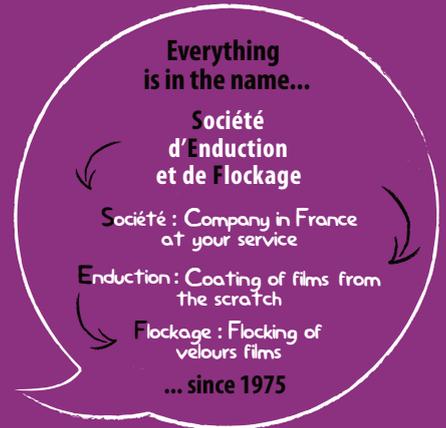
« Water Based Club »

It is a small club! Water based formulations only! Not a drop of solvent in our formulations, and no solvent fumes in our exhaust, only water vapor.



More than 49 years serving the heat transfer industry

From the early screen printing products we made in the 70's to the latest PU flex, we came a long way working with heat transfer materials. We introduced our first « digital cutting » films 27 years ago. 49 years serving the garment industry with Die-Cut, screen printing, HF welding and next generation Flock & Flex.



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