

MADE IN FRANCE



HTV FOR PLOTTER
CUTTING



FLOCK & FLEX

HEAT TRANSFER FILMS.

A complete range of products for
textile application... Colored and soft





CUT



Thin and fast
weeding PU film ?

FLEXCUT
PAGE 4

FLEXCUT X4
PAGE 5

FLEXCUT ATOMIC
PAGE 6

CRAZYFLEX
PAGE 7

FANTASYFLEX
PAGE 8

METALFLEX
PAGE 9

GLITTER
PAGE 10

BLAZECUT
PAGE 11

FLEXCUT SWEET
FLEXCUT PUFF
PAGE 12

REFLEXCUT H.T.
PAGE 13

LASERFLEX
PAGE 14

FLEXCUT SBB MAXIMA
PAGE 15

FLEXCUT NYLON
PAGE 16

VELCUT EVO/PREMIUM
PAGE 17

VELCUT TOUCH
PAGE 18



with brilliant colors!



Thin and soft



Thin & stretchable metallic ?



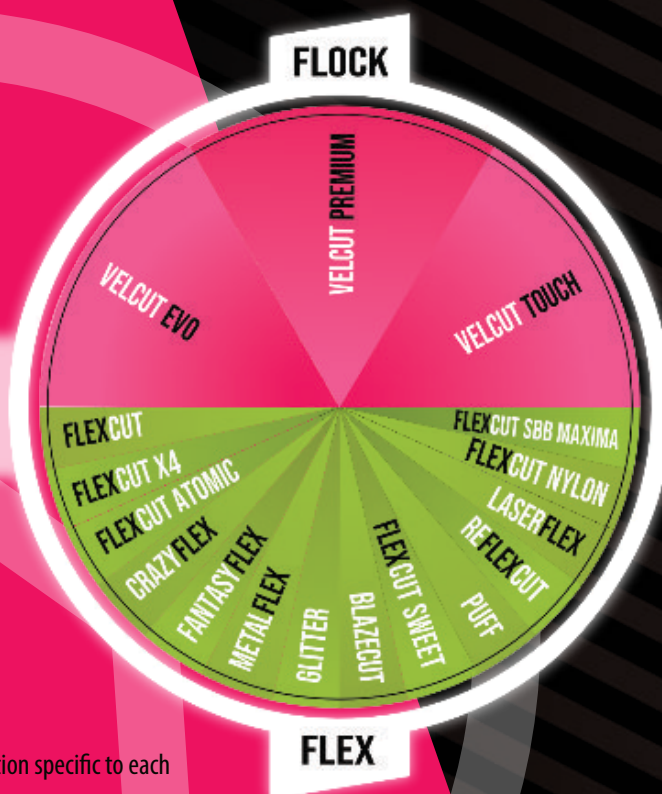
Flock for smallest details



Heat Transfer on Jerseys
(migration) ?



Heat Transfer on
« Nylon » bags



▶ Cutting adjustment tips:

Refer to our cutting recommendation specific to each material type prior to production.

Always do a Test Cut to ensure proper cutting blade depth, pressure and offset specific to the material and degree of blade used, i.e. 30, 45 or 60 degree.

Speed of the cutting machine can also be changed to provide better cutting performance. Slowing the cutting speed down can support better cutting of detailed graphics and also thicker materials.

Adjusting the cutting blade extension from in the blade holder is very important.

You do not want the blade to extend out too far as this can result in possibly cutting through the films carrier and possible damage the blade and the cutting strip. The cutting blade should only extend slightly more than the thickness of the material.

▶ Blade Holder:

The drag knife blade holder is a very important part of your plotter. The ball-bearing of your blade holder needs a drop of oil once in a while so the blade swivels properly.

▶ Cutting strip

Check your cutting strip regularly. For better cutting performance the cutting strip surface must remain smooth. Too many scratches would and or groves can make fine cutting more difficult.

TIPS!

FLEXCUT



THE OFFSET DEPENDS
99% ON THE KNIFE
AND NOT ON THE CUT
MATERIAL

FlexCut is an exclusive heat transfer flex film!

Designed for cutting plotters. 100% polyurethane FlexCut ensures fine, elastic and resistant designs, with an extremely soft touch. Its adhesive liner allows very fine cutting and fast weeding.

FlexCut GITD is a white flex film that will glow in the dark after exposure to daylight or artificial light.

FlexCut NightClub is a white flex film that Glows (fluorescing) under black light, a night-club essential.

FEATURES:

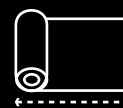
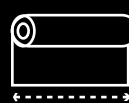
- Waterbased PU
- Oeko-tex: Class II
- Thickness (without liner): 60 μ
- Fastness: 60 °C
- Transfer Temperature: 165 °C (330 °F)
- Transfer Time: 17 seconds
- Pressure: Medium/High
- Hot peel



LAYERING SEF HEAT TRANSFER FILMS

When layering SEF films it is important to first check the surface of the fabric and make sure it will handle the extra heat and is free of any repellent. Flex on flock is not recommended, but flock on flex is no problem. Reduce time for the first layers (3 or 4 seconds). Use recommended time settings on the last top layer.

► PACKAGING



50 cm

5 meters

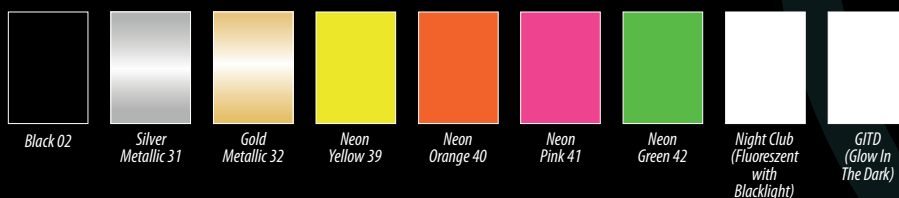
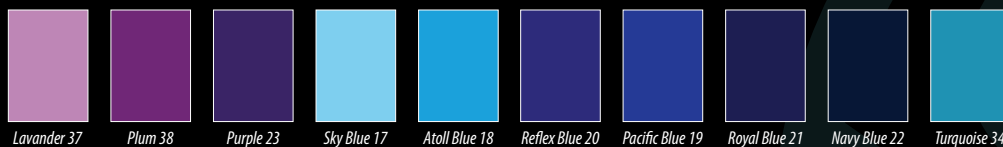
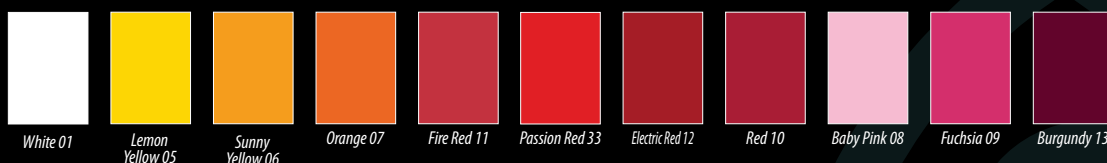
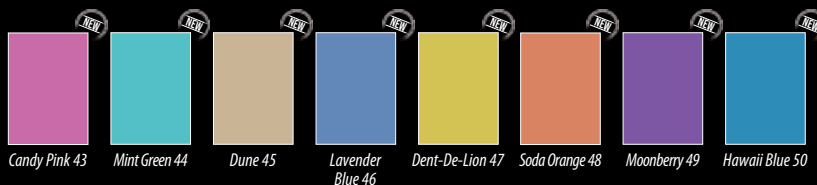
50 cm

10 meters

50 cm

25 meters

► AVAILABLE COLORS



SUITABLE FOR
STANDARD TEXTILES

ONLINE PRODUCT
INFORMATION





CUT

FLEXCUT X4

FlexCut X4 - the Swiss army knife of heat transfer films!

Very fast weeding, 4s transfer time, suitable for many textiles where standard flex doesn't work and even with a slight migration barrier. As always 100% polyurethane FlexCut X4 ensures fine, elastic and resistant designs with a soft touch. It has a tacky liner allowing very fine cutting.

SUITABLE FOR ALMOST ALL KINDS OF FABRICS, STANDARD TEXTILES AS WELL AS SLIGHTLY WATER-REPELLENT COATED TEXTILES AND SLIGHTLY MIGRATING TEXTILES.

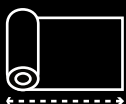
FEATURES:

Waterbased PU
Oeko-tex: Class I
Thickness (without tape): 60 µ
Fastness: 60 °C

Transfer Temperature: 165 °C (330 °F)
Transfer Time: 4 seconds
or
Transfer Temperature: 130 °C (265 °F)
Transfer Time: 20 seconds
Pressure: Medium/High
Hot peel

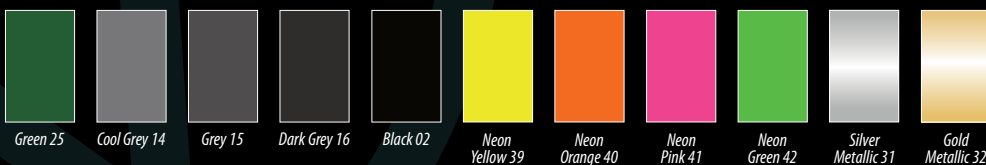
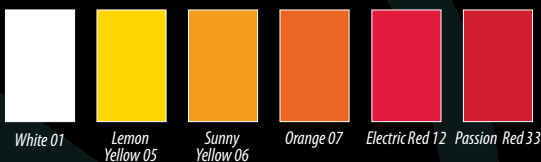


PACKAGING



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

AVAILABLE COLORS



ONLINE PRODUCT INFORMATION



FLEXCUT ATOMIC



Power your graphics with the energy of FlexCut Atomic!
 7 new sparkly colors for your brilliant designs.
 100% Polyurethane film, high durability and the trusted FlexCut easy cutting & weeding.

SUITABLE FOR STANDARD TEXTILES

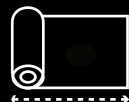
FEATURES:

Washing: 60 °C (140 °F)
 Thickness: 60 μ

Transfer Temperature: 165 °C (330 °F)
 Transfer Time: 17 seconds
 Transfer Pressure: Medium/High pressure
 Cotton, polyester, polyCotton
 Hot peel



► PACKAGING



50 cm

5 meters

50 cm

10 meters

50 cm

25 meters

► AVAILABLE COLORS



Pink 01

Red 02

Orange 03

Green 04

Blue 05

Purple 06

Cherry 07

ONLINE PRODUCT INFORMATION



CRAZYFLEX ^{NEW}

SUITABLE
FOR STANDARD
TEXTILES

Add a touch of craziness with CrazyFlex!

FEATURES:

Waterbased PU

Thickness: 60 μ

Washing: 60 °C (140 °F)

Transfer Temperature: 165 °C (330 °F)

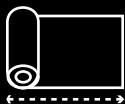
Transfer Time: 17 seconds

Transfer Pressure: Medium/High pressure

Hot peel



PACKAGING



50 cm

5 meters

50 cm

10 meters

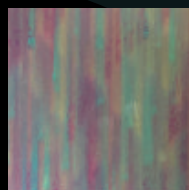
50 cm

25 meters

ONLINE PRODUCT
INFORMATION



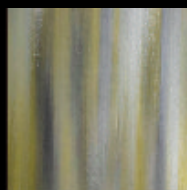
AVAILABLE COLORS CRAZYFLEX HAZE



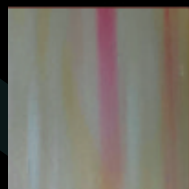
Patilla 01



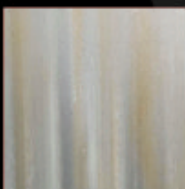
Purple Haze 02



Matcha 03



Jupiter 04



Silvermoon 05



Harlequin 06

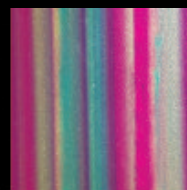


Indian Sunrise 07



Blue Lagoon 08

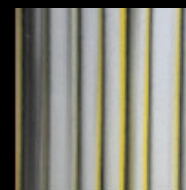
AVAILABLE COLORS CRAZYFLEX STRIPES



Candy Store 09



Sunset Blvd 10



Photon 11



Daydream 12



Quantum 13



Tahiti 14



Wonderland 15



Blue Mint 16

FANTASYFLEX

SUITABLE FOR STANDARD TEXTILES

Bright colors and beautiful patterns will transport your graphics into a Fantasy world. FantasyFlex is 100% PU, cuts and weeds very easily.

FEATURES :

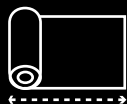
Thickness: 80 μ
Washing: 40 °C (104 °F)

Transfer Temperature: 165 °C (330 °F)
Transfer Time: 17 seconds
Transfer Pressure: Medium/High pressure
Hot peel

ONLINE PRODUCT INFORMATION



► PACKAGING



49 cm

5 meters

49 cm

10 meters

49 cm

25 meters

► AVAILABLE PATTERNS



Graff 01



Camo 02



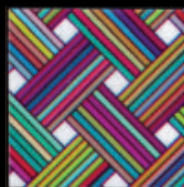
Kaleidoscope 03



Blue Snake 04



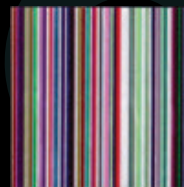
Flowers 05



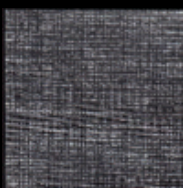
Maze 06



Barcelona 07



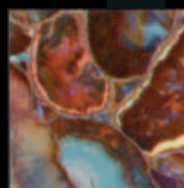
Bayadere 08



Fabric 09



Zebra 10



Marble 11



Morning Cloud 12



CUT

METALFLEX

SUITABLE
FOR STANDARD
TEXTILES

MetalFlex is a 100% PU film.

Light, very stretchable and with a beautiful metal effect. You will never have to worry anymore about washing a metallic heat transfer film because MetalFlex brings you an excellent 40°C washing fastness.

FEATURES :

Heat sealable PU

Thickness (without liner): 50 µ

Fastness: 40 °C

Transfer Temperature: 160-170 °C (330 °F)

Transfer Time: 17-15 seconds

Pressure: Medium/High

Tip - Waiting for the product to cool down

20 seconds before removing the liner after pressing will give a shinier finish



ONLINE PRODUCT
INFORMATION ▶



▶ PACKAGING



49 cm

5 meters

49 cm

10 meters

49 cm

25 meters

▶ AVAILABLE COLORS



Silver



Gold



Orange Copper



Red



Candy Pink



Blue



Green



Gun Metal

GLITTER

SUITABLE
FOR STANDARD
TEXTILES

FEATURES :

Thickness: 350 μ

Washing: 40 °C (104°F)

Transfer Temperature: 155 °C (311 °F)

Transfer Time: 10 seconds

Transfer Pressure: Medium/High pressure

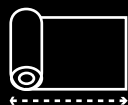
Hot peel



► PACKAGING



50 cm



25 meters

ONLINE PRODUCT INFORMATION



► AVAILABLE COLORS



White 04



Silver 02



Vintage
Gold 12



Gold 01



Orange 07



Red 05



Pink 09



Blue 11



Royal Blue 10



Green 06



Black 03



Neon
Yellow 08



CUT

BLAZECUT

NEW

SUITABLE FOR STANDARD TEXTILES

FEATURES :

Thickness: 100 μ

Washing: 40 °C (104 °F)

Transfer Temperature: 165 °C (330 °F)

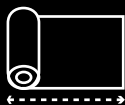
Transfer Time: 8 seconds

Transfer Pressure: Medium/High pressure

Cold peel



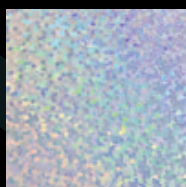
► PACKAGING



50 cm

25 meters

► AVAILABLE COLORS



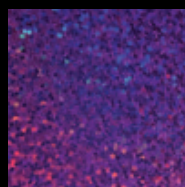
Silver



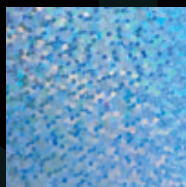
Gold



Pink



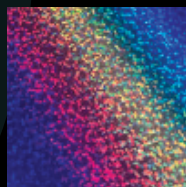
Purple



Light Blue



Blue



Rainbow



Diamond

ONLINE PRODUCT INFORMATION



FLEXCUT SWEET

VERY STRETCHABLE AND INCREDIBLY SOFT

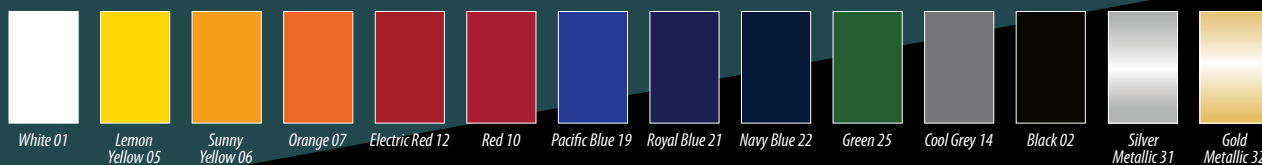
FlexCut Sweet is a "screen printing like" 100% polyurethane heat transfer film. FlexCut Sweet has a "non-sticky" liner.

FEATURES:

- Waterbased PU
- Thickness (without liner): 60 μ
- Fastness: 60 °C
- Transfer Temperature: 165 °C (330 °F)
- Transfer Time: 17 seconds
- Pressure: Medium/High



▶ AVAILABLE COLORS



ONLINE PRODUCT INFORMATION ▶



▶ PACKAGING



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

FLEXCUT PUFF

SUITABLE FOR STANDARD TEXTILES

FlexCut Puff blows under the heat press for a great 3D effect.

FEATURES:

- Waterbased PU
- Thickness (without liner): 60μ (before heat transfer) 500μ (after heat transfer)
- Fastness: 40 °C
- Transfer Temperature: 170-175 °C (340-350 °F)
- Transfer Time: 20 seconds
- Pressure: Medium/High

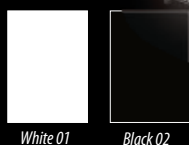


▶ PACKAGING



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

ONLINE PRODUCT INFORMATION





CUT

REFLEXCUT H.T.

SUITABLE FOR STANDARD TEXTILES

High Visibility flex! ReflexCut is very thin and stretchy high visibility reflective film. ReflexCut Silver 1 and FR 9 meet the EN ISO 20471 Class 2 standard.

FEATURES:

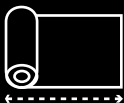
Thickness (without liner): 150 μ
Fastness: 60 °C

Transfer Temperature: 150 °C (300 °F)
Transfer Time: 15 seconds
Pressure: Medium/High
Cold peel

ONLINE PRODUCT INFORMATION ▶

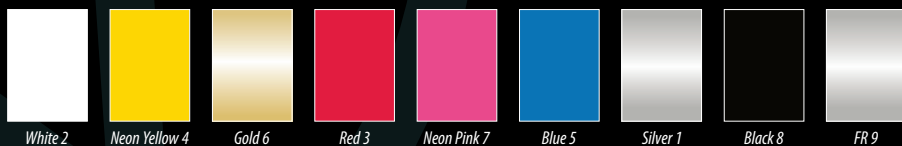


▶ PACKAGING



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

▶ AVAILABLE COLORS



LASERFLEX

LaserFlex has been specially designed to be cut and laser weeded (laser engraving). Thus even the most complicated motifs become child's play!

SUITABLE
FOR STANDARD
TEXTILES

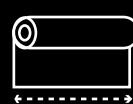
FEATURES:

Waterbased PU
 Thickness (without liner): 60 μ
 Fastness: 60 °C

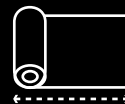
Transfer Temperature: 165 °C (330 °F)
 Transfer Time: 17 seconds
 Pressure: Medium/High



► PACKAGING



50 cm



5 meters

50 cm

10 meters

50 cm

25 meters



50 sheets

A4

50 sheets

A3

ONLINE PRODUCT
INFORMATION ►



► AVAILABLE COLORS



White 01



Sunny
Yellow 06



Orange 07



Red 10



Pacific
Blue 19



Navy Blue 07



Green 25



Black 02

FLEXCUT NYLON

Low temperature PU film, designed to be heat transferred to most coated fabrics (such as nylon fabrics)

ONLINE PRODUCT INFORMATION



NYLON

Nylon fabrics are made out of polyamide fibers and heat-transferring films on nylon fabrics often results in an adhesion issue. This adhesion issue is not because of the nylon fiber itself but because of the water-repellent coating it has received. The water proofing coating not only repels water but also the hot melt adhesives used in standard films. FlexCut Nylon contains a specifically designed low temperature hot melt adhesive and is the perfect solution to nylon adhesion problems. An easy test with a drop of water on the fabric will tell you if you should use FlexCut Nylon.

FEATURES:

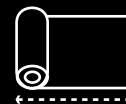
Waterbased PU
 Thickness (without liner): 70 μ
 Fastness: 40 °C

Transfer Temperature: 115 °C (240 °F)
 Transfer Time: 15 seconds
 Pressure: Medium
 Cold peel

► PACKAGING



50 cm



5 meters

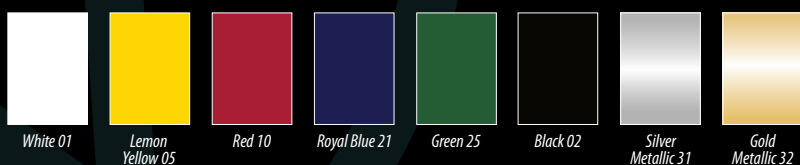
50 cm

10 meters

50 cm

25 meters

► AVAILABLE COLORS



FLEXCUT SBB MAXIMA

FlexCut SBB Maxima is the 3rd generation SBB film by SEF.

Highly technical film designed to prevent migration when heat transferring to dyed polyester fabrics (sports jerseys type).

FEATURES:

Waterbased PU
 Thickness (without liner): 160 μ
 Fastness: 60 °C

Transfer Temperature: 130 °C (266 °F)
 Transfer Time: 10 seconds
 Pressure: Medium/High
 Hot peel

► PACKAGING



50 cm

25 meters

► AVAILABLE COLORS



White 01

Lemon Yellow 05



ONLINE PRODUCT
 INFORMATION



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 SEF film like FlexCut X4 can prevent migration. But test don't guess and use SBB Maxima films 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 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 FlexCut SBB Maxima films every time.

SUITABLE FOR
 TEMPERATURE SENSITIVE
 AND MIGRATING TEXTILES

VELCUT EVO



SUITABLE FOR
STANDARD TEXTILES

VelCut is a high-quality heat sealable flock film for plotter-cutting. It has been for years a confirmed best seller. Very easy to cut and weed, it comes in a wide range of colors.

FEATURES:

- Base: Hotmeltfilm
- Adhesive: Waterbased
- Flock: VelCut Evo: Rayon viscose
- VelCut Premium: Polyamide
- Oeko-tex: Class I(White) Class II (Colors)
- Thickness (without liner): 500 μ
- Fastness: 60 °C

- Transfer Temperature: 160-170 °C (320-340 °F)
- Transfer Time: 15-17 seconds
- Pressure: low/Medium

ONLINE PRODUCT
INFORMATION



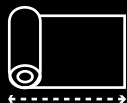
SETTINGS FOR VELCUT

The cutting line must not be visible on the adhesive liner; if it does your blade is setup too deep. The blade has to cut the hotmelt but not the flock layer.

If your blade is set properly you can cut flock even with a 45° blade.



PACKAGING



50 cm	10 meters
50 cm	25 meters
50 cm	30 meters

AVAILABLE COLORS



VELCUT TOUCH

VelCut Touch is the next generation flock film for plotter cutting. With Velcut Touch cutting and weeding intricate graphics is really easy! It cuts and weeds like a flex but Velcut Touch super soft feel surface is unique. An innovative soft velour film that performs like a flex.

FEATURES :

Base: Hotmeltfilm
 Adhesive: Waterbased
 Flock: Micro-viscose
 Thickness (without liner): 300 µ
 Fastness: 60 °C

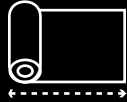
Transfer Temperature:
 160-170 °C (320-340 °F)
 Transfer Time: 15-17 seconds
 Pressure: low/Medium



► FEATURES



50 cm



10 meters

50 cm

25 meters

50 cm

30 meters

► AVAILABLES COLORS



White 91



Lemon 92



Yellow 93



Orange 82



Electric Red 94



Red 95



Pacific Blue 98



Royal Blue 99



Navy 97



Light Grey 89



Cool Grey 81



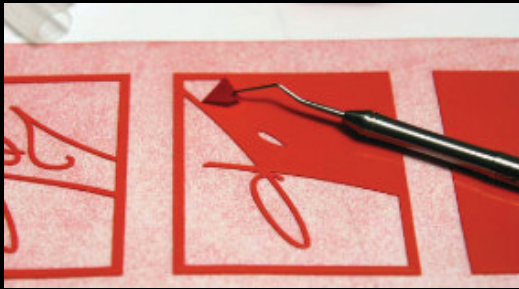
Black 96

ONLINE PRODUCT INFORMATION ►



ACCESSORIES

WEEDER



SEF

OFFERS THE SECURITY AND TECHNICAL SERVICE OF A MANUFACTURER

You discovered our wide range, colored and soft. Since 45 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 45 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 45 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 17 years ago. 45 years serving the garment industry with Die-Cut, screen printing, HF welding and next generation Flock & Flex.

Everything is in the name...

Société
d'Enduction
et de Flockage

Société : Company in France
at your service

Enduction : Coating of films from
the scratch

Flockage : Flocking of
velours films

... since 1975

www.seftextile.com



110 Bd Denis-Papin
BP 20315 - 53003 LAVAL Cedex - France
Tél : 33 (0) 2 43 53 36 48
Fax : 33 (0) 2 43 67 11 78
Email : contact@sef-france.com



SEF AMERICAS
14476 Duval Place West
Ste.201
Jacksonville ,FL32218
904-423-0211 - Phone
USA