



# FLOCK&FLEX

HIGH QUALITY HEAT TRANSFER FILMS



**FILMS FOR PLOTTER  
CUTTING**



MADE IN FRANCE



# CUT



Thin and fast  
weeding PU film ?



with brilliant colors!



Flock for smallest details

**FLEXCUT**

PAGE 4

**ROCKETCUT**

PAGE 5

**CANYONFLEX**

PAGE 6

**FLEXCUT SBB MAXIMA**

PAGE 7

**FLEXCUT NYLON**

PAGE 8

**FLEXCUT ATOMIC**

PAGE 9

**CRAZYFLEX**

PAGE 10

**ATOMIC SPARKLE**

PAGE 11

**GLITTER  
BLAZECUT**

PAGE 12

**METALFLEX**

PAGE 13

**REFLEXCUT H.T.**

**LASERFLEX**

PAGE 14

**FANTASYFLEX**

PAGE 15

**FLEXCUT SWEET**

**FLEXCUT PUFF**

PAGE 16

**VELCUT TOUCH**

PAGE 17

**VELCUT EVO**

PAGE 18

**ACCESSORIES**

**SEF**

PAGE 19



Heat Transfer on Jerseys  
(migration) ?



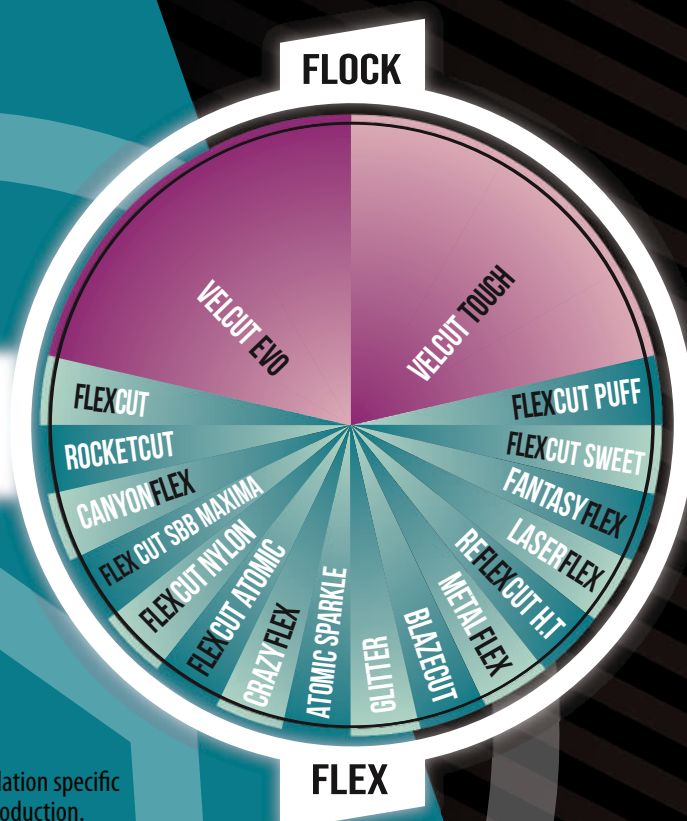
Heat Transfer on  
« Nylon » bags



Thin and stretchable  
metallic ?



Thin and soft



### 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



60 °C (140°F)



(without liner): 60 μ



Pressure : Medium/High



12 seconds



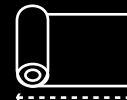
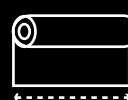
Hot peel



150 °C (302 °F)



### PACKAGING



50 cm

5 meters

50 cm

10 meters

50 cm

25 meters

30 cm

25 meters

### AVAILABLE COLORS



### ONLINE PRODUCT INFORMATION





# ROCKETCUT



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

## The Swiss army knife of heat transfer films!

RocketCut can be used as an express film in 3 seconds at 150°C, or as a low temperature film at 125°C for 10 sec.

In addition, RocketCut offers extremely easy and fast weeding.

Very thin and very durable, like all SEF films.

### FEATURES:



Waterbased PU



(without liner): 70 µ



60 °C (140°F)



150 °C (300°F)



3 seconds



Pressure : Medium/High



Hot peel

or

125 °C (260°F)

10 seconds

Pressure : Medium/High

Hot peel

### PACKAGING



50 cm

5 meters

50 cm

10 meters

50 cm

25 meters



### AVAILABLE COLORS



### ONLINE PRODUCT INFORMATION





# CANYONFLEX



**Bring your graphics to another dimension !**

We don't promise you a Grand Canyon sunset but we promise you a thicker heat transfer film to bring your graphics to another dimension ! Our brand new CanyonFlex is made of Polyurethane (PU) and has a very matte finish and a very soft touch.

## FEATURES:









- |  |   |
|--|---|
|  100% PU Films          |  60 °C (140°F)     |
|  (without liner): 800 µ |  Pressure : Medium |
|  25 seconds             |  Cold peel         |
|  165 °C (330 °F)        |   |

## ► PACKAGING

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

**OUR THICKNESS  
PU FILM FOR OUTSTANDING  
3D GRAPHICS !**

## ► AVAILABLE COLORS

			
White Canyon 01	Yellow Canyon 02	Red Canyon 03	Violet Canyon 04
			
Blue Canyon 05	Navy Canyon 06	Green Canyon 07	Black Canyon 08

ONLINE PRODUCT  
INFORMATION



# FLEXCUT SBB MAXIMA

FlexCut 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).

## FEATURES :



Waterbased PU



60 °C (140°F)



(without liner): 160 µ



Pressure : Medium/High



10 seconds



Cold peel

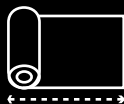


130 °C (266 °F)

## ► PACKAGING



50 cm



25 meters

## ► AVAILABLE COLORS



White 01



Lemon Yellow 05

## 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 RocketCut 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

ONLINE PRODUCT  
INFORMATION



# 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



(without liner): 70  $\mu$



15 seconds



115 °C (240 °F)



40 °C (104°F)



Pressure : Medium



Cold peel



### ► PACKAGING



50 cm

50 cm

50 cm



5 meters

10 meters

25 meters

### ► AVAILABLE COLORS



White 01



Lemon Yellow 05



Red 10



Royal Blue 21



Green 25



Black 02



Silver Metallic 31



Gold Metallic 32



# FLEXCUT ATOMIC



Power your graphics with the energy of FlexCut Atomic!

7 sparkly colors for your brilliant designs.

100% Polyurethane film, high durability and the trusted FlexCut easy cutting & weeding.

A 100% PU FLEX  
WITH A STUNNING PEARLY  
AND METALLIC FINISH !

## FEATURES:



60 µ



60 °C (140 °F)



165 °C ( 330 °F)



17 seconds



Pressure : Medium/High



Hot peel

Cotton, polyester, polyCotton



## ► PACKAGING



50 cm

5 meters

50 cm

10 meters

50 cm

25 meters

ONLINE PRODUCT  
INFORMATION



## ► AVAILABLE COLORS



Pink 01



Red 02



Orange 03



Green 04



Blue 05



Purple 06



Cherry 07


# CRAZYFLEX

A "CRAZY" FLEX  
TO MAKE YOUR GRAPHICS  
STAND OUT !



## Add a touch of Crazyness with CrazyFlex!

CrazyFlex is a very unique PU Flex that combines metallics and neon colours.  
The crazy colours can be mixed (CrazyFlex HAZE) or make beautiful stripes (CrazyFlex STRIPES)  
Crazy!

### FEATURES:

-  Waterbased PU
-  60 °C (140 °F)
-  60 µ
-  Pressure : Medium/High
-  17 seconds
-  Hot peel
-  165 °C (330 °F)

### ► PACKAGING

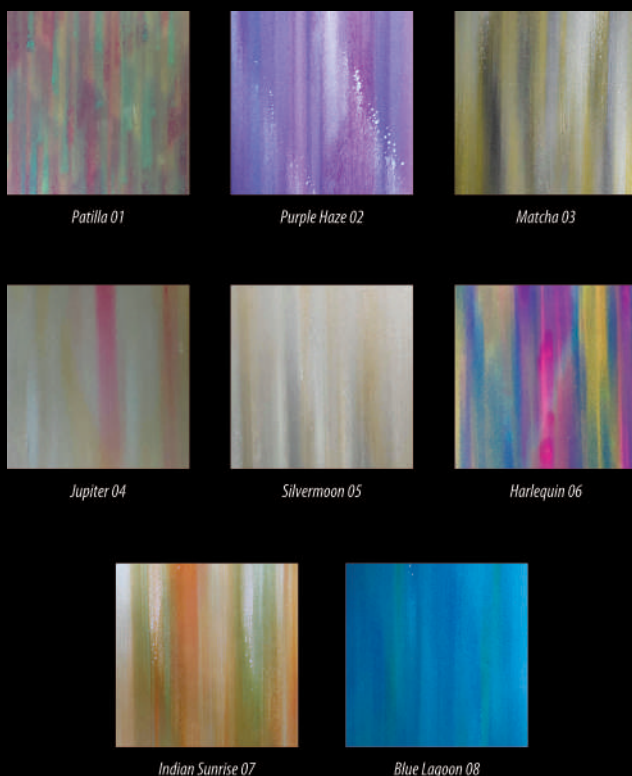
	
50 cm	5 meters
50 cm	10 meters
50 cm	25 meters



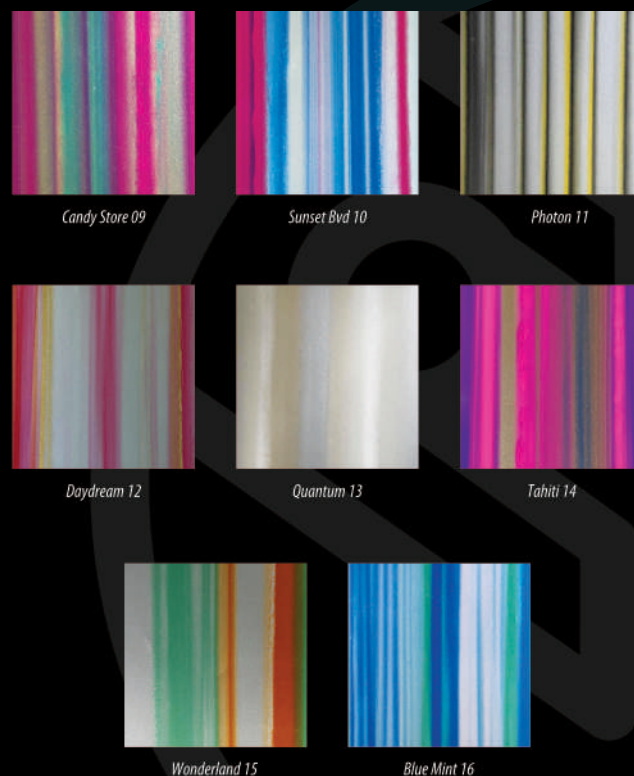
ONLINE PRODUCT  
INFORMATION



### ► AVAILABLE COLORS CRAZYFLEX HAZE



### ► AVAILABLE COLORS CRAZYFLEX STRIPES





CUT

# ATOMIC SPARKLE

Atomic Sparkle is a glitter film that cuts and weeds like a flex.  
It is thinner and more stretchy than normal Glitter and is stackable.  
This is the revolutionary glitter flex that will meet all your expectations!

ATOMIC SPARKLE,  
THE BEST OF TWO  
WORLDS!

## FEATURES:



Waterbased PU



60°C (140 °F)



150 µ



Pressure : Medium/High



12 seconds



Hot peel



150°C (300°F)



ONLINE PRODUCT  
INFORMATION



## ► PACKAGING



50 cm



5 meters

50 cm

10 meters

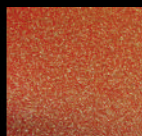
50 cm

25 meters

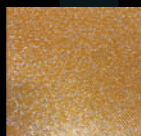
## ► AVAILABLE COLORS



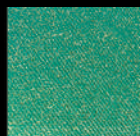
Pink Sparkle 01



Red Sparkle 02



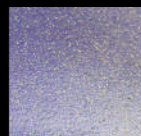
Orange Sparkle 03



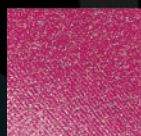
Green Sparkle 04



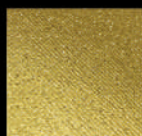
Blue Sparkle 05



Purple Sparkle 06



Cherry Sparkle 07



Gold Sparkle 08



Silver Sparkle 09



White Sparkle 10









Black Sparkle 11



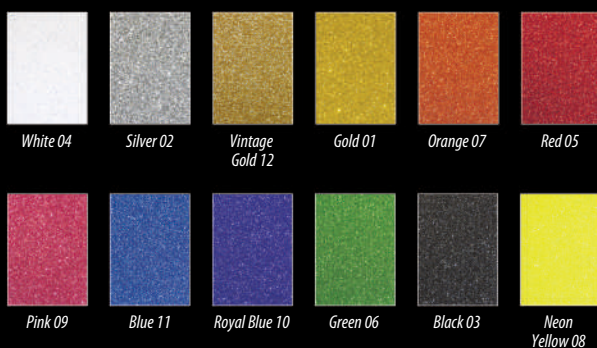
# GLITTER

You know you need more glitter !

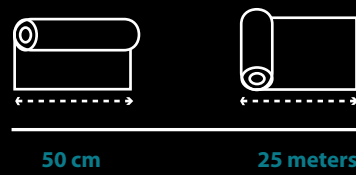
## FEATURES:

-  350  $\mu$
-  40 °C (104°F)
-  10 seconds
-  Pressure : Medium/High
-  155 °C (311°F)
-  Hot peel

## ► AVAILABLE COLORS



## ► PACKAGING



A HIGH QUALITY  
GLITTER FILM,  
EASY TO CUT AND WEED.

ONLINE PRODUCT  
INFORMATION



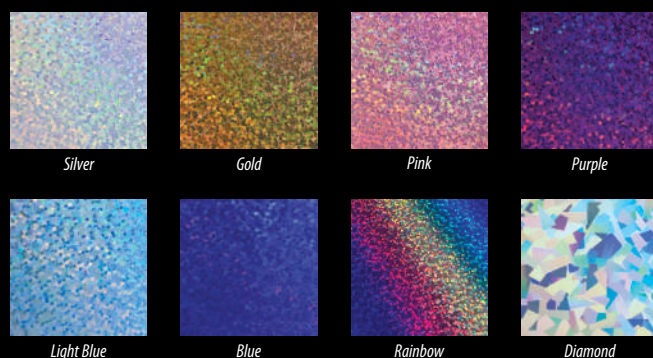
# BLAZECUT

Unique hologramme and glitter effects

## FEATURES:

-  100  $\mu$
-  40 °C (104°F)
-  8 seconds
-  Pressure : Medium/High
-  165 °C (330°F)
-  Cold peel

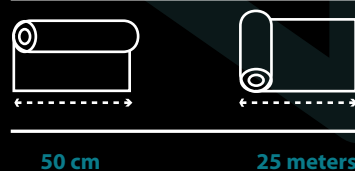
## ► AVAILABLE COLORS



ONLINE PRODUCT  
INFORMATION



## ► PACKAGING



THIN, EASY  
TO CUT  
AND WEED








# METALFLEX

YES, A BEAUTIFUL METALLIC FILM CAN BE VERY STRETCHABLE !  
TRY ME !

**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
-  (without liner): 50 µ
-  40 °C (104°F)
-  170 °C (340 °F)
-  20 seconds
-  Pressure : Medium/High
-  Waiting for the product to cool down 20 seconds before removing the liner after pressing will give a shinier finish



## ► PACKAGING

	
49 cm	5 meters
49 cm	10 meters
49 cm	25 meters

ONLINE PRODUCT INFORMATION ►



## ► AVAILABLE COLORS





# REFLEXCUT H.T.




ONLINE PRODUCT INFORMATION



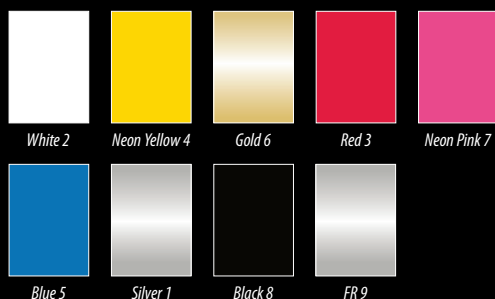
REFLEXCUT HAS AN ADHESIVE LINER ALLOWING EASY AND FINE CUTTINGS

**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.

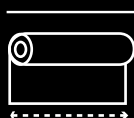
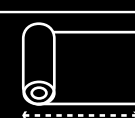
## FEATURES:

-  (without liner) 350  $\mu$
-  60 °C (140°F)
-  15 seconds
-  Pressure: Medium/High
-  150 °C (300 °F)
-  Cold peel

## AVAILABLE COLORS



## PACKAGING








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



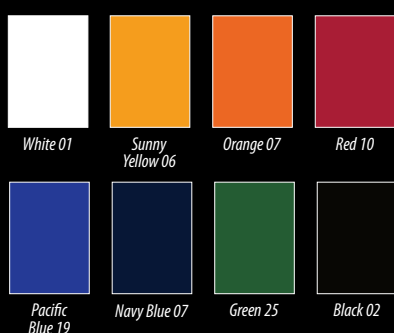
# LASERFLEX

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

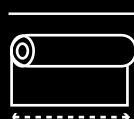

## FEATURES:

-  Waterbased PU
-  60 °C (140°F)
-  (without liner): 60  $\mu$
-  Pressure : Medium/High
-  17 seconds
-  Cold peel
-  165 °C (330 °F)

## AVAILABLE COLORS



## PACKAGING

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



50 sheets	A4
50 sheets	A3



GO LASER!

ONLINE PRODUCT INFORMATION



# FANTASYFLEX

A 100% PU  
FASHION FILM !

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

## FEATURES:



100 µ



40 °C (104 °F)



17 seconds



Pressure: Medium/High



165 °C (330 °F)



Cold peel

## ► PACKAGING



49 cm



5 meters

49 cm

10 meters

49 cm

25 meters

## ONLINE PRODUCT INFORMATION



## ► AVAILABLE PATTERNS



Graff 01



Camo 02



Kaleidoscope 03



Blue Snake 04



Flowers 05



Maze 06



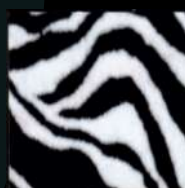
Barcellona 07



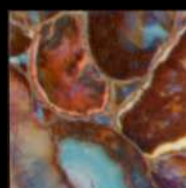
Bayadere 08



Fabric 09



Zebra 10



Marble 11



Morning Cloud 12







# FLEXCUT SWEET

A GREAT SCREEN  
PRINTING FEEL !

## VERY STRETCHABLE AND INCREDIBLY SOFT


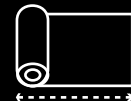
FlexCut Sweet is a "screen printing like" 100% polyurethane heat transfer film. FlexCut Sweet has a "non-sticky" liner.

### FEATURES:

-  Waterbased PU
-  60 °C (140°F)
-  (without liner): 60 µ
-  Pressure: Medium/High
-  17 seconds
-  165 °C (330 °F)



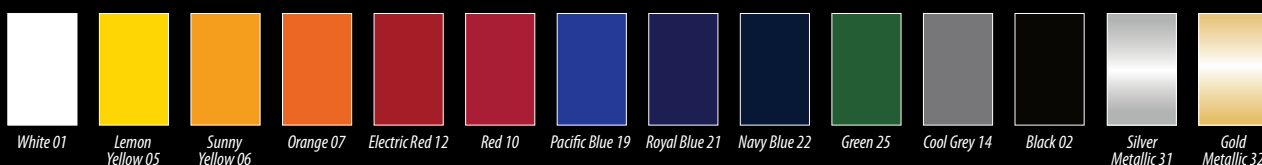
### ► PACKAGING

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

ONLINE PRODUCT  
INFORMATION



### ► AVAILABLE COLORS










# FLEXCUT PUFF

THE FIRST PUFF HTV,  
ACCEPT NO SUBSTITUTE !



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

### FEATURES:

-  Waterbased PU
-  40°C (104°F)
-  (without liner): 60µ (before heat transfer)  
500µ (after heat transfer)
-  140°C (284°F)
-  Pressure : Medium/High
-  Cold peel
-  10 seconds with liner  
+ 10 seconds without liner



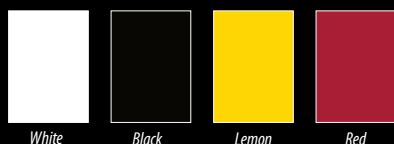
### ► PACKAGING

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

ONLINE PRODUCT  
INFORMATION



### ► AVAILABLE COLORS








# VELCUT TOUCH



INCREDIBLE  
MICROFIBER TOUCH !


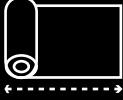
VelCut Touch is the next generation flock film for plotter cutting. With Velcut Touch cutting and weeding intricate graphics is really easy! It cuts and weeds like a flex but Velcut Touch super soft feel surface is unique. An innovative soft velour film that performs like a flex.

## FEATURES:

-  Adhesive: Waterbased  
Flock: Micro-viscose
-  160-170 °C (320-340 °F)
-  Hotmeltfilm
-  17 seconds
-  (without liner): 300 µ
-  Pressure : Low/Medium
-  60 °C (140°F)
-  Warm peel



## ► PACKAGING

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

## ► AVAILABLE 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 ►



# VELCUT EVO



THE MARKET  
BENCHMARK  
FOR 25 YEARS !

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:

Adhesive: Waterbased

Flock: VelCut Evo: Rayon viscose

VelCut Premium: Polyamide



Hotmeltfilm



60 °C (140°F)



(without liner): 500 µ



Pressure : Low/Medium



15 - 17 seconds



Warm peel



160-170 °C (320-340 °F)

## 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.



ONLINE PRODUCT  
INFORMATION



## ► PACKAGING



50 cm 10 meters

50 cm 25 meters

50 cm 30 meters

## ► AVAILABLE COLORS





# ACCESSORIES

## WEEDER



## TWEEZER



# SEF

## OFFERS THE SECURITY AND TECHNICAL SERVICE OF A MANUFACTURER

You discovered our wide range, colored and soft. Since 47 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 47 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 CO<sub>2</sub> and pollution importing cheap raw materials, only efficient local suppliers.



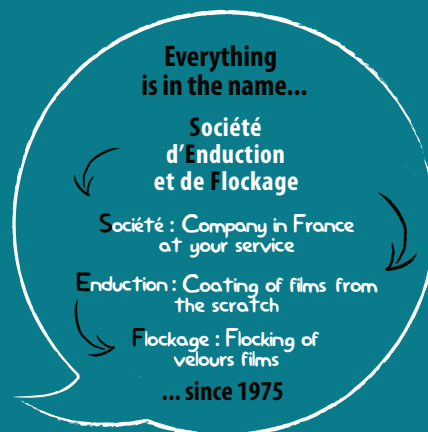
## « Water Based Club »

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 47 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 25 years ago. 47 years serving the garment industry with Die-Cut, screen printing, HF welding and next generation Flock & Flex.



[www.seftextile.com](http://www.seftextile.com)



110 Bd Denis-Papin  
53000 LAVAL - France  
Tél : 33 (0) 2 43 53 36 48  
Fax : 33 (0) 2 43 67 11 78  
Email : [contact@sef-france.com](mailto:contact@sef-france.com)



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