



FLOCK&FLEX

HIGH QUALITY HEAT TRANSFER FILMS



**FILMS FOR PLOTTER
CUTTING**



MADE IN FRANCE



CUT



Thin and fast
weeding PU film ?

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Heat Transfer on Jerseys
(migration) ?



Heat Transfer on
« Nylon » bags



Thin and stretchable
metallic ?



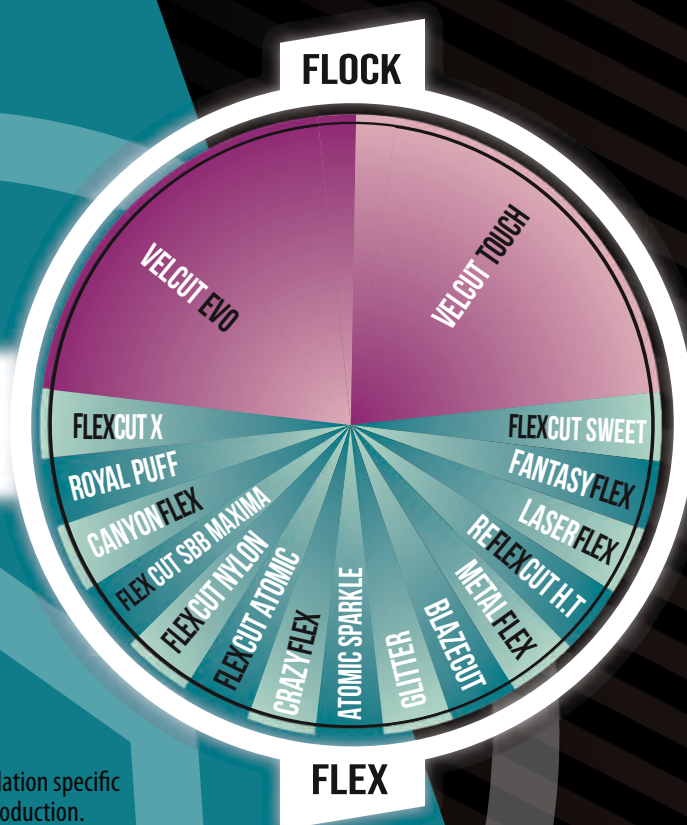
with brilliant colors!



Flock for smallest details



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 Hodler:

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 X

FlexCut X is an exclusive heat transfer flex film!

Designed for cutting plotters. 100% polyurethane FlexCut X ensures fine, elastic and resistant designs, with an extremely soft touch.

Its adhesive liner allows very fine cutting and fast weeding.

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

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

FEATURES:



Waterbased PU



(without liner): 60 μ



60 °C (140°F)



Pressure : Medium/High



Hot peel



135 °C (275 °F)

160 °C (320 °F)



12 seconds

or

4 seconds



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

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

30 cm

25 meters



AVAILABLE COLORS



ONLINE PRODUCT
INFORMATION



ROYAL PUFF

NEW



THE FIRST PUFF HTV,
ACCEPT NO SUBSTITUTE !

Royal Puff is our latest generation Puff heat transfer film.
Its new adhesive liner allows excellent cutting and weeding performances.
No repressing is needed !
Super soft touch, beautiful 3D effect after pressing.
Comes in 12 colors, including 9 brand new colors!

FEATURES

- Waterbased PU 40°C
- (without liner): 60µ (before heat transfer)
500µ (after heat transfer)
- 15 seconds 145 °C
- Pressure : Medium/High Hot peel

PACKAGING

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

ONLINE PRODUCT
INFORMATION



AVAILABLE COLORS

ALCAZAR White 01	VERSAILLES Lemon 06	ALHAMBRA Orange 03	WINDSOR Red 04	ROTHSCHILD Wine 05	EDINBURG Purple 07
PENA Blue 08	PRAG Navy 09	OSAKA Apple Green 10	QASR AL-HOSN Camel 11	PELES Light Grey 12	BRAN Black 02



CUT

CANYONFLEX

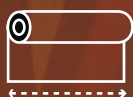
Bring your graphics to another dimension !

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

ONLINE PRODUCT INFORMATION



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



LAVAL

NEW YORK

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): 120 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 μ



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



CUT

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)



150 °C (302 °F)



12 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
-  12 seconds
-  Hot peel
-  150 °C (302 °F)

► PACKAGING

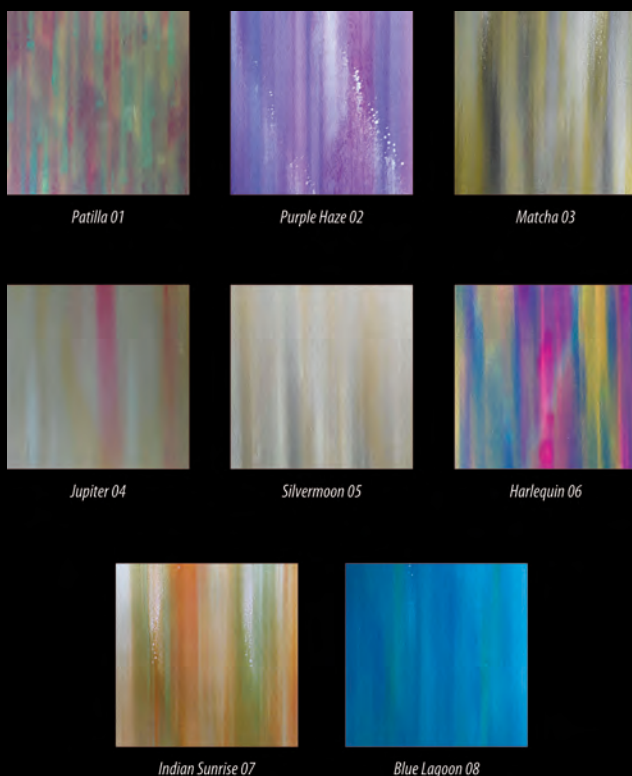
	
50 cm	5 meters
50 cm	10 meters
50 cm	25 meters



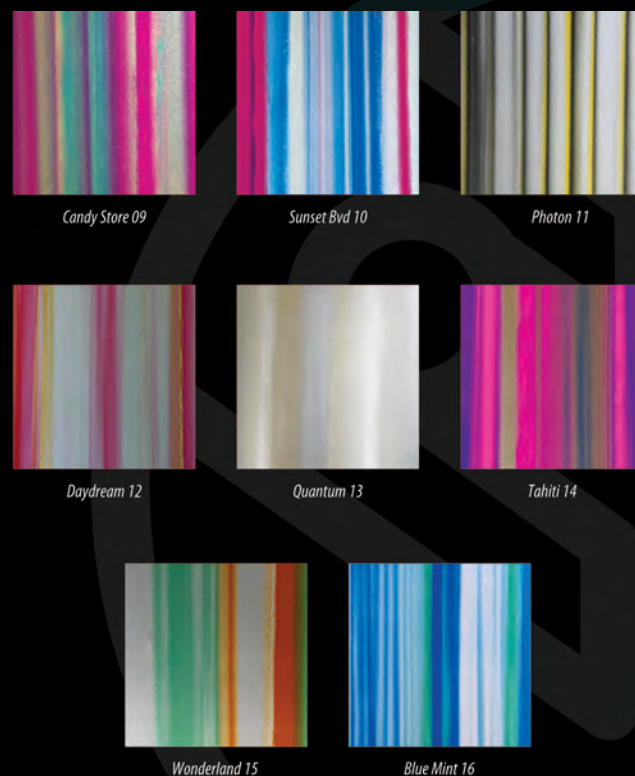
ONLINE PRODUCT
INFORMATION



► AVAILABLE COLORS CRAZYFLEX HAZE



► AVAILABLE COLORS CRAZYFLEX STRIPES



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

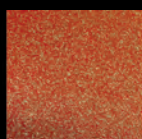
50 cm

25 meters

► AVAILABLE COLORS



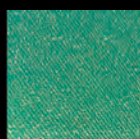
Pink Sparkle 01



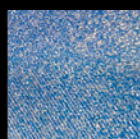
Red Sparkle 02



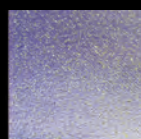
Orange Sparkle 03



Green Sparkle 04



Blue Sparkle 05



Purple Sparkle 06



Cherry Sparkle 07



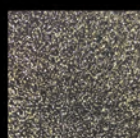
Gold Sparkle 08



Silver Sparkle 09



White Sparkle 10



Black Sparkle 11

GLITTER



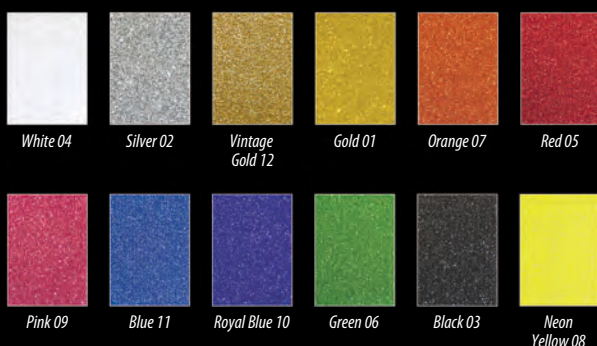
A HIGH QUALITY
GLITTER FILM,
EASY TO CUT AND WEED.

You know you need more glitter !

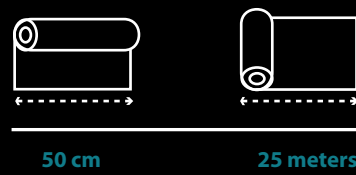
FEATURES:

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

► AVAILABLE COLORS



► PACKAGING



ONLINE PRODUCT
INFORMATION



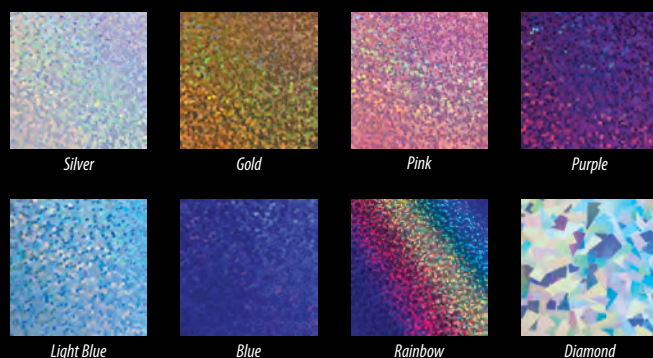
BLAZECUT

Unique hologramme and glitter effects

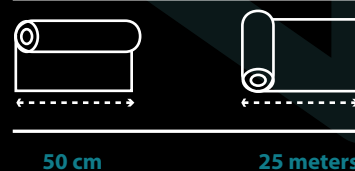
FEATURES:

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

► AVAILABLE COLORS



► PACKAGING



ONLINE PRODUCT
INFORMATION



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



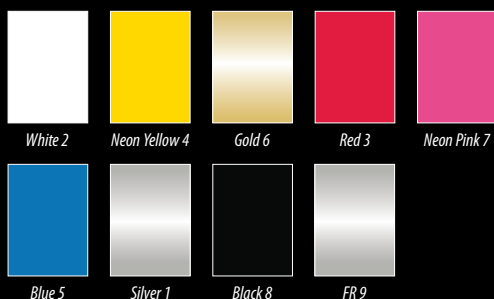
REFLEXCUT HAS AN ADHESIVE LINER ALLOWING EASY AND FINE CUTTINGS

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.

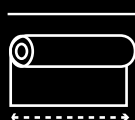
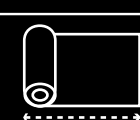
FEATURES:

-  (without liner) 350 μ
-  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



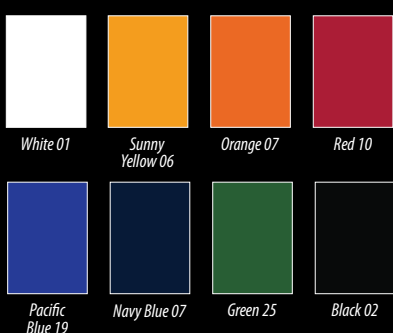
LASERFLEX

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

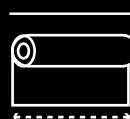
FEATURES:

-  Waterbased PU
-  60 °C (140°F)
-  (without liner): 60 μ
-  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





CUT

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)



12 seconds



Pressure: Medium/High



150 °C (302 °F)



Hot peel

► PACKAGING



49 cm



5 meters

49 cm

10 meters

49 cm

25 meters

ONLINE PRODUCT INFORMATION



► AVAILABLE PATTERNS



Graffiti 01



Camo 02



Kaleidoscope 03



Blue Snake 04



Flowers 05



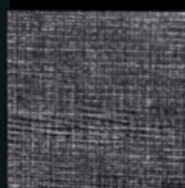
Maze 06



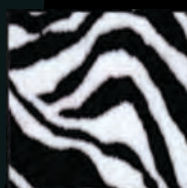
Barcellona 07



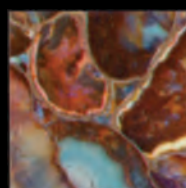
Bayadere 08



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.

CARACTÉRISTIQUES :



Waterbased PU



60 °C (140°F)



(without liner): 60 µ



Pressure: Medium/High



17 seconds

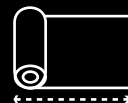
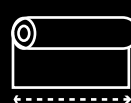


Cold peel



165 °C (330 °F)

► PACKAGING



50 cm

5 meters

50 cm

10 meters

50 cm

25 meters



ONLINE PRODUCT
INFORMATION ►



► AVAILABLE COLORS



White 01



Lemon
Yellow 05



Sunny
Yellow 06



Orange 07



Electric Red 12



Red 10



Pacific Blue 19



Royal Blue 21



Navy Blue 22



Green 25



Cool Grey 14



Black 02



Silver
Metallic 31



Gold
Metallic 32



CUT

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 °C (320 °F)
-  Hotmeltfilm
-  10 - 15 seconds
-  (without liner): 300 µ
-  Pressure : Low/Medium
-  60 °C (140°F)
-  Hot 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 27 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



10 - 15 seconds

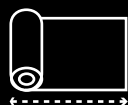
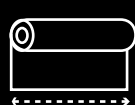


Warm peel



160°C (320 °F)

PACKAGING



50 cm

10 meters

50 cm

25 meters

50 cm

30 meters



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.



AVAILABLE COLORS



White 01



Lemon 02



Sunny
Yellow 03



Orange 12



Electric Red 04



Red 05



Dark Red 26



Bordeaux 17



Pink 27



Magenta 21



Dark Pink 28



Lavender 29



Purple 30



Dark Purple 31



Sky Blue 15



Blue 32



Pacific Blue 08



Royal Blue 09



Navy Blue 07



Mint 34



Turquoise 20



Anis 35



Lime Green 23



Light Green 36



Green 10



Khaki 37



Beige 16



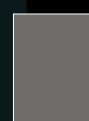
Brown 22



Chocolate 14



Light Grey 19



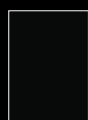
Cool Grey 11



Dark Grey 39



Anthracite 18



Black 06



Neon Yellow
Premium



Neon Bright Orange
Premium



Neon Orange
Premium



Neon Pink
Premium



Neon Blue
Premium



Neon Green
Premium

ACCESSORIES

WEEDER



TWEEZER



SEF

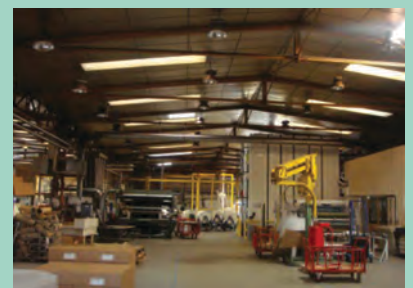
OFFERS THE SECURITY AND TECHNICAL SERVICE OF A MANUFACTURER

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 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.



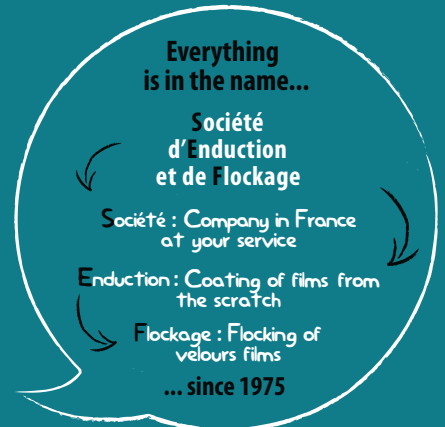
« Water Based Club »

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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