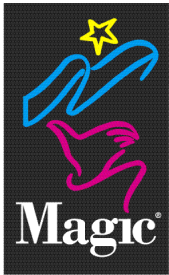


# MAGIC® PRODUCTS APPLICATIONS GUIDE

## DMBP5



Display Paper & Film

### UNIVERSAL INK JET BACKPRINT POLYESTER FILM

**MAGIC® DMBP5** is a 5 mil backprint polyester film which can be used in all Encad NovaJet®, ColorSpan®, Hewlett-Packard DesignJet® and water-based piezo wide format printers. By reverse imaging on the matte surface, the polyester film surface protects the ink jet image. DMBP5 is ideal for durable backlit display signage.

### PHYSICAL PROPERTIES

Caliper	.58 mils
Opacity	.58 (+/-5)
Gloss of Print Side (75°)	.29
Gloss of Film Side (75°)	.102
Whiteness (white backing)	.60
Optimum Printing Environment	.70°F (30-70% RH)
Recommended Printing Devices	Encad NovaJet, ColorSpan, HP DesignJets & water-based piezo*
Recommended Inks	.Dye Based Inks (Pigmented inks can be used but expect lower densities)

### APPLICATIONS GUIDELINES

**Imaging:** The print needs to be reverse (mirror) imaged and viewed from the gloss side. The print side is the matte side, and it is wound to the outside of the roll.

**Printer Settings:** To optimize print quality, printers should be set for highest print quality. The maximum ink saturation level for NovaJet and ColorSpan printers is 350%. To reduce the effects of the "star wheel marks" and to minimize bleed, the recommended maximum ink saturation level is 225% on the HP 2000 and 3000 series printers. The media selection is "Backlit" for the HP 2000/3000 and "Photo Imaging Gloss" for HP 5000 series printers. "Heavy coated paper" is the printer setting for the 750 series printers. "Super" and "bi-direction" are the printer settings for water-based piezo wide format printers.

**Printer and Ink Compatibility:** The material can be printed with most water-based pigmented and dye-based inks. It can also be used on water-based piezo wide format printers with pigmented ink. Using water-based pigments will usually yield good print quality, but expect lower transmitted and reflective ink densities than with most dye-based inks. Inks NOT recommended for use are Encad GX, Ilford Archiva and ColorSpan EnduraChrome inks, because premature fading may occur.

**Waterfastness:** Pigmented inks have excellent water resistance when used in conjunction with DMBP5. Dye-based inks have a moderate level of water resistance. Condensation in a light box can cause small amounts of ink bleed. Lamination with encapsulation is the best way to ensure complete waterfastness.

**Light Stability:** Pigmented inks will offer greater light stability. For those applications where dye inks are used, it is important to over-laminate the imaged side shortly after imaging to prevent image fading. For long term light stability it is recommended to print right reading image and overlaminate the printed surface. DMBP5 should be installed with the laminate side facing out. For complete protection, both sides of the film should be laminated with UV stable laminates.

### FINISHING RECOMMENDATIONS

**Image Protection:** Print a mirror image of the graphic on the matte side of the product and view from the gloss film side. This protects the inks imaged on the surface in the light box, exposing the durable polyester film surface to any outside elements.

**Lighting:** To optimize image appearance, the image should be back illuminated, as the transmitted light yields the desired ink densities. Viewing with reflected light yields only slightly lower ink saturation than with transmitted light.

**Lamination:** Cold pressure-sensitive overlaminates are recommended. Heat-activated laminates are not recommended unless the image is encapsulated with a 1/8" safe edge around the entire graphic. For additional lamination tips, download the film lamination technical bulletin.

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**For more information, call 1-800-628-8604,  
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