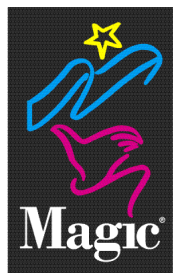


MAGIC® APPLICATIONS GUIDE

DMCVLA3

MATTE PRESSURE-SENSITIVE INK JET CAST VINYL



Display Paper & Film

DMCVLA3 is a cast, white opaque, matte vinyl with a permanent, positionable pressure-sensitive adhesive, designed specifically for vehicle and display graphics. When used in conjunction with recommended overlaminates DMCVHO2 or DMCVLO2 and under Magic Product Warranty and Application guidelines, material can be applied over rivets and corrugation. It can also be applied to most sign surfaces. For display applications, DMCVLA3 is intended for use in all Encad, ColorSpan®, Hewlett-Packard DesignJet® and Roland® piezo printers and offers a broad color gamut and superior waterfastness with pigmented inks. For vehicle graphics, Encad GO ink, Hewlett-Packard UV ink or Roland piezo pigmented inks are required for the warranty to apply.

PHYSICAL PROPERTIES

Vinyl Type:	Cast	Gloss (60 degree):	2.2	Adhesive:	Permanent
Caliper of Vinyl:	2 mil (51 um)	Optimum Print Temp.:	70°F (21°C)		Solvent-Based
Caliper of Vinyl/Adhesive:	3 mil (76 um)	Outdoor Life Expectancy:		Adhesive Peel Force	
Total Caliper:	13 mil (332 um)	Laminated	See Warranty	on Stainless Steel:	50 oz/in.
Opacity:	98.6%	Unlaminated*	6 months		
Whiteness:	106%	Indoor Life Expectancy*	1 year	Dimensional Stability:	0.015in/0.38mm

*Based on manufacturer's accelerated age testing. Results may vary based on usage.

APPLICATIONS GUIDELINES

Printer & Ink Compatibility:

DMCVLA3 can be printed on Hewlett DesignJet®, Encad NovaJet®/Pro/Proe, ColorSpan® Displaymaker, and piezo water-based pigments. See warranty for approved inks. **It is recommended to use pigmented inks for longer-lasting images.** Inks NOT recommended for use are Encad GX, Ilford® Archiva™ and ColorSpan® EnduraChrome ink because premature fade is known to occur.

Outdoor and Indoor Use:

This product is recommended for outdoor and indoor applications. It must be applied at minimum air and surface temperatures of 50° F. Once posted, the material can withstand temperatures of -10° F to 150° F.

Water Resistance & Surface Protection:

Overlamination and pigmented ink are required for the warranty to apply. Exposed edges of laminated images will absorb water causing water migration under laminates. Otherwise, overlamination is not required. To obtain a high degree of water resistance, use only pigmented ink. Dye-based inks will yield good color gamut for display graphics, but with repeated exposure to water, bleed may occur. Overlaminating dye-based ink will not eliminate image bleed, unless the material is completely sealed to a non-porous surface or encapsulated. Water can migrate under the laminate at exposed edges, causing dye based ink to bleed or show a water mark. To avoid this, use 3M edge sealer or Clearstar Clearjet liquid laminate (www.clearstar-corp.com) on all exposed edges or have the laminate overhang the edge of the image to seal the edge and prevent water migration. Let image dry 24 hours before exposing to moisture. Dirt and stains cannot be cleaned from the imaged surface, and it can be damaged from excessive folding or creasing. Laminating is recommended to protect the surface.

Printing:

Ink coverage of up to 250% is recommended. Excessive ink saturation can affect the waterfast properties and color uniformity. To optimize print quality, printers should be set for highest print quality and media selection should be "Heavy Coated Paper."

Material Handling & Storage:

Once print is completed, roll imaged media onto a core, until ready for posting. Folding of the material is not recommended. Unimaged material should be stored at 72° F (+/-5°) for no more than 6 months, to obtain maximum adhesion values. After use, the roll should be stored in its original packaging in the poly bag.

SEE PAGE 2 FOR FINISHING RECOMMENDATIONS

USA

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For more information call 1-800-628-8604
or visit our web site at www.magicinkjet.com

*Most updated version of this guide can be obtained on our website.

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FINISHING RECOMMENDATIONS

Surface Preparation:

Always ensure that the receiving substrate is thoroughly cleaned, free of dust, dirt or cleaner residues. Metal and glass surfaces can be cleaned with standard glass cleaners. Poor surface conditions will cause adhesion loss or failure. For more detailed surface preparation information see the "Installation Guidelines for DMCVLA3" on our magicinkjet.com website.

Recommended Application Surfaces:

Recommended surfaces include the following: Automotive panels, Imron paint, FR Plastic Panels, Fruehauf trailers, MD over-laminate, glass, enamel painted aluminum, acrylics and polycarbonates, painted aluminum, glass, fiberglass, ABS, polycarbonate and Plexiglas®. The product is not designed for use on wood, drywall, or all textured surfaces. Always pretest your specific substrate prior to actual application. See warranty for specific warranted surfaces.

Application Paper (Premask):

The use of application paper will reduce the amount of stretching and will protect the surface of the graphic. Only low tack premask is recommended. Application paper applied directly onto the imaged surface of the vinyl may cause slight yellowing of the coating. American Bilrite Inc. paper TransferRite® cause the least amount of yellowing. 3M tapes have been found to increase the yellowing effect.

Installation Techniques:

Water should not be used to install the adhesive backed vinyl. Material should not be stretched during installation. For more complete application information see the "Installation Guidelines for DMCVLA3" on our magicinkjet.com website.

Laminating:

For the warranty to apply, follow specified guidelines in the Magic products warranty. A vinyl pressure-sensitive can also be used. However, an overlamine may cause the product to curl toward the laminated side and the edges to lift from the release liner and or the application surface. Magic's DMFTP Fluorex® Transfer Protection, ultra-thin (3 micron) graffiti-resistant overlamine, is an alternative finishing solution.

Edge Sealing:

Ink jet vinyl is susceptible to water wicking at the edges of the laminated graphic. To prevent water-inducing staining, use 3M Edge Sealer 3950 on all exposed edges to the graphic.

Alternatives to Edge Sealing:

- (1) Leave a one-half inch or greater white space border around the graphic
- (2) Overlap the laminate one-half inch or greater beyond the edge of the ink jet vinyl to seal the edges.
- (3) Apply liquid laminate around edges to serve as an alternative edge sealer. Clearstar products have been tested.

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