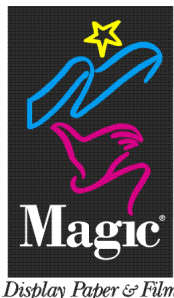


MAGIC® APPLICATIONS GUIDE

DMPB10-C2S

TWO-SIDE IMAGEABLE POLYETHYLENE INK JET BANNER



MAGIC® DMPB10-C2S is a 10 mil ink jet banner containing a universal coating on both sides, that allows both sides to be imaged and viewed from either side. This two-sided banner offers a lower cost option because printing on a two-sided banner is nearly half the cost of stitching one-sided banners back-to-back. It also features a non-glare smooth surface, quick dry times, and superior imaging performance in all thermal ink jet printers as well as piezo printers such as: Kodak 3038, Epson, and Mutoh 4000/6000.

PHYSICAL PROPERTIES

Basis Weight:	228 g/m ² (6.7 oz/yd ²)	Gloss (60°):	2.1	Tensile Strength (MD/CD):	17/13 lbs/in
Caliper:	10 mils (255 microns)	Optimum Print RH:	20-60%	Ultimate Elongation (MD/CD):	890/195%
Opacity:	100%	Optimum Print Temp.:	70°F (21°C)	Outdoor Life Expectancy*:	3 months unprotected
Whiteness:	109	Flame Spread Class:	Class A**	Indoor Life Expectancy*:	6 months unprotected
Brightness:	95+				

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

**Based on ASTM E84 test method

APPLICATIONS GUIDELINES

Outdoor and Indoor Banner: This product is recommended for indoor and outdoor banner applications where two-sided viewing is desired.

Printer & Ink Compatibility: DMPB10-C2S can be printed with Hewlett-Packard DesignJet®, Encad NovaJet®/Pro/Proe, ColorSpan® Display-maker, and piezo water-based printers. **It is recommended to use pigmented inks for longer-lasting images.** Although dye-based inks provide a higher color gamut, premature fading can occur. Inks NOT recommended for use are Encad GX, Ilford® Archiva™ and ColorSpan® EnduraChrome ink, because premature fading is known to occur.

Water Resistance & Surface Protection: To obtain a high degree of water resistance, use only pigmented ink. Lamination is not required. Ink coverage of up to 250% is recommended, because higher ink saturation can affect the waterfast properties and show ink bleed in heavy saturation areas. Dye-based inks will yield good color gamut, but bleeding may occur when the image gets wet. Overlaminating dye-based ink will not eliminate image bleed, unless the material is completely sealed to a non-porous surface or encapsulated. If water migrates under the laminate, at an exposed edge or along the perforations of a stitched hem, a water mark can form and dye-based inks can bleed. To avoid perforating the laminate, use banner tape to put a hem on the banner (see Tape Hem section below). Let the image dry 24 hours before exposing to moisture. Dirt and stains cannot be cleaned from the imaged surface and the surface can be damaged from excessive folding or creasing, so overlaminating is recommended to help protect it.

Printing Guidelines: To optimize print quality, printers should be set for highest print quality. Media selection on HP printers should be "HEAVY COATED." Images sized in a software application may be printed slightly smaller than anticipated. It is recommended to print a small test image on both sides to become familiar with the two-side printing process. See page 2 of this guide for two-side printing guidelines. The same color profiles (ICC) for DMPB10 one-side media can be used for the two-sided DMPB10-C2S. Consult our website for availability.

Material Handling & Storage: Once the print is completed, roll imaged media onto a core until ready for posting. Folding of the material is not recommended. After use, the material should be stored in its original packaging in the poly bag suspended on the end boards. The material should be stored a 72° F (+/-5°) for no more than 1 year.

FINISHING RECOMMENDATIONS

Banner Installation: Improper installation can cause premature banner failure. It is recommended that a professional installer be used.

Tape & Stitched Hem: Standard high-tack banner tape can be used and is preferred to sewing, as the sewing process can scratch or cause coating pick-off. Follow the guidelines of the tape manufacturer. If sewing, it is recommended that the unlaminated banners be stitched hem side up so that the sewing machine foot comes in contact with only the backside of the banner. For maximum reinforcement, a double-stitched hem with a double lock stitch with a maximum of five stitches per inch and corner reinforcements are recommended.

Grommeting: Grommets should be placed in the hemline along the length of the banner so that the grommet is through two layers. Corner grommets should be placed where the length and width hems cross, so that the grommet is through four layers. A reinforced corner is also recommended to increase durability.

Laminating: Magic's DMFTF Fluorex® Transfer Protection, ultra-thin (3 micron) graffiti-resistant overlaminate, is an ideal finishing solution for banner materials. A vinyl pressure-sensitive overlaminate or an acrylic liquid overcoat can also be used. However, overlaminating one side may cause the product to curl toward the laminated side. Let image dry 24 hours before laminating.

USA
28 GAYLORD STREET
SOUTH HADLEY MA 01075-2894

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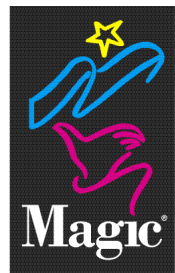
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For more information, call 1-800-628-8604,
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*Most updated version of this guide can be obtained on our website.

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Display Paper & Film

DMPB10-C2S

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TWO-SIDE PRINTING GUIDELINES

The following instructions are generalized and can easily be applied to the various printer models.

1. Prepare artwork:

- * The graphics to be printed must have two separate ripped or prepared versions.
- * One version should have no rotation (or 0° rotation).
- * The second version should be flipped vertically (or 180° rotation).

Note: With no rotation, most programs print head first or upside-down when viewing from the front of the printer.

2. Prepare printer for side one printing:

- * Turn automatic cutter off.
- * Load 2-sided banner roll media onto the printer.
- * Choose media setting
- * If printhead calibration occurs, allow printer to calibrate. Cut off calibration patches by overriding the automatic cutter.
- * Advance media a minimum of 12 inches.
- * Mark on printer or make note of the exact point of the lead edge. You align the lead edge on side two with this reference mark.

3. Print side one of the graphic:

- * Print the graphic with the 0° or no rotation.
- * Once the graphic is printed, and before cutting, measure the distance between the lead edge of media and the start of the printed graphic.
- * Take that measurement (a min. of 12 inches) and advance the media to the distance plus a little extra.
- * Make note of the orientation of the graphic; this will be exactly how you will feed side two. Whatever part of the graphic printed last will feed into the printer first for side two.
- * Now cut off the printed graphic and unload the unimaged roll.
- * Do not shut off or change media settings between prints.

4. Prepare graphic for side two printing:

- * Now take your measurement, and trim the tail end of side one exactly to that distance. the cut must be perpendicular to edges of the media. Use cutting machine if possible.
- * You now have a one-side printed graphic with an unimaged leader that exactly matches the unimaged tail.

5. Load printer for side two imaging:

- * Take graphic to printer and orient exactly as noted earlier; typically with the printed side facing you and upside-down.
- * Load graphic into printer.
- * If printer asks for roll or sheet, select roll.
- * After the printer accepts load, select the same media setting you did for side one printing.
- * Using a media move option, either forward or reverse media's lead edge to the mark noted earlier from side one.

6. Print side two of graphic:

- * Because of the lead edge mark, you now have a lead edge on side two that matches side one. Having never flipped your print horizontally, we have the same right-hand edge for both sides. Also you have enough media on the trailer so the printer does not run out of media.
- * Now print the second ripped file that is 180° flipped vertically from side one.
- * Once printed, advance the rest of the banner out.
- * You will now have a finished two-sided banner with an alignment tolerance of +/- 0.375"

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