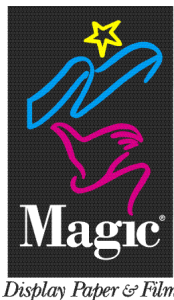


MAGIC® APPLICATIONS GUIDE

DMPB10

POLYETHYLENE INDOOR/OUTDOOR INK JET BANNER



MAGIC® DMPB10 is ideal for short-term indoor and outdoor promotional banners where a smooth, uniform base material is required. Its polyethylene base gives DMPB10 a high level of water resistance, good drape characteristics and excellent light blocking opacity. This product is intended for use in all Encad, Hewlett-Packard DesignJet®, Epson 9000 and water-based piezo technology wide format printers.

PHYSICAL PROPERTIES

Basis Weight:	228 g/m2 (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):	635/840%
Opacity:	100%	Optimum Print Temp.:	70°F (21°C)	Outdoor Life Expectancy*:	3 months
Whiteness:	109	Flame Spread Class:	Class A**	Indoor Life Expectancy*:	6 months
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.

Printer & Ink Compatibility: DMPB10 can be printed with Hewlett-Packard DesignJet®, Encad NovaJet®/Pro/Proe, ColorSpan® Displaymaker, 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. Over laminating 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 and media selection should be "HEAVY COATED." Images sized in a software application may be printed slightly smaller than anticipated.

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 DMFTP 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.

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For more information, call 1-800-628-8604,
or visit our website: www.magicinkjet.com

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

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