

# MAGIC® APPLICATIONS GUIDE

## DMPPM7

### POLYPROPYLENE INK JET BANNER



**DMPPM7** is a low cost polypropylene banner for indoor & outdoor use. It's matte surface is ideal for minimizing glare that frequently occurs with indoor lighting. In addition, DMPPM7 is compatible with a wide variety of ink jet printers including all Encad, Colorspan®, Hewlett-Packard DesignJet®, Epson, and water-based piezo wide format printers. This lower cost product can be used for both short term and long term banners. DMPPM7 is also available with a pressure-sensitive adhesive for outdoor poster use (DMPPM7PSA).

### PHYSICAL PROPERTIES

Caliper . . . . .	9 mils (229 microns)	Tensile Strength (MD/CD) . . . . .	50/65 lbs/in
Whiteness . . . . .	102	Ultimate Elongation (MD/CD) . . . . .	150/90%
Gloss (60 degree) . . . . .	2.1	Optimum Print Temp. . . . .	70°F (21°C)
%Opacity: . . . . .	97%	Outdoor Life Expectancy* . . . . .	3 months
Flame Spread		Indoor Life Expectancy* . . . . .	6 months
Classification (ASTM E-84) .Class B**			

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

### APPLICATIONS GUIDELINES

**Application Use:** This product is recommended for indoor banner applications.

**Printer & Ink Compatibility:** DMPPM7 can be printed with Hewlett-Packard DesignJet®, Encad NovaJet®/Pro/Proe, ColorSpan® Displaymakers, Epson 9000 and piezo water-based pigments. **It is recommended to use pigmented inks for longer-lasting images.** Although dye-based inks provide a higher color gamut, ink fade can occur. Inks NOT recommended for use are Encad GX, Ilford® Archiva™ and ColorSpan® EnduraChrome inks 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. Dye-based inks will yield good color gamut, but with repeated exposure to water, bleeding may occur. 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, ink bleeding may occur. Let image dry 24 hours before exposing to moisture. Dirt and stains cannot be cleaned from the imaged surface and excessive folding or creasing can damage the imaged surface. Laminating is recommended to protect the surface from dirt, abrasion, and frequent handling.

**Printing:** Ink coverage of up to 250% is recommended. Excessive ink saturation can affect the waterfast properties of the material as well as color uniformity. To optimize print quality, printers should be set for highest print quality, select the "HEAVY COATED PAPER" paper mode.

**Color Calibration:** ICC color profiles can be obtained for selected RIP, ink and printer combinations at the Magic web page given below. If the proper profile solutions is not available, periodically check the web page for the current availability as new profiles are being developed on an ongoing basis.

**Material Handling & Storage:** Once print is completed, roll imaged media onto a core until ready for posting. Folding of the material is not recommended. After use, the roll should be stored at 72° F (+/-5° ) and in its original packaging in the poly bag 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 overlamine, is an ideal finishing solution for banner materials. A vinyl pressure-sensitive overlamine 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,  
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\*Most updated version of this guide can be obtained on our website.

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