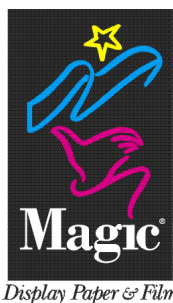


MAGIC® APPLICATIONS GUIDE

DMVB14

SINGLE-SIDED SCRIM BANNER VINYL



MAGIC® DMVB14 is an economical, one-sided scrim banner vinyl for indoor or outdoor applications. DMVB14 provides the same image quality and waterfastness/lightfastness as our time-tested DMVB15, with only slightly less physical durability and flexibility. The new low plasticizer content base construction of DMVB14 also reduces the chances of ink bleed issues that other scrim vinyls in the market can experience. The universal ink jet receptive coating is compatible on all thermal and water, oil, and some solvent-based piezo ink jet printers. Use DMVB14 when you want a durable outdoor scrim banner vinyl but do not need all of the features of a premium vinyl grade.

PHYSICAL PROPERTIES

Basin Weight:	261 g/m ² (7.6 oz/yd ²)	Gloss (60 degree):	2.1	Tensile Strength (MD/CD):	89/20 lbs/in
Caliper:	14.6 mils (372 microns)	Optimum Print RH:	20-60%	Ultimate Elongation (MD/CD):	80/550 %
Opacity:	99%	Optimum Print Temp.:	70°F (21°C)	Outdoor Life Expectancy*:	6 months
Whiteness	109	Flame Spread Class:	Class A**	Indoor Life Expectancy*:	1 year+
Brightness	96.5				

Note: The non-image side of the DMVB14 banner may contain a different gloss pattern. This will not affect the image quality or durability.

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

**Based on ASTM E84 test method

APPLICATIONS GUIDELINES

Printer & Ink Compatibility: DMVB14 can be printed with Hewlett DesignJet®, Encad NovaJet®/Pro/Proe, ColorSpan® Displaymakers, and most piezo water-based pigments. **It is recommended to use pigmented inks for longer-lasting images.** Although dye-based inks provide a higher color gamut, premature fade 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 although when used in combination with Magic DMFTP, expect longer outdoor life and surface protection. 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 can not 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: When using this media, either run sheets or disable the cutting mechanism, as heavy materials can cause cutter and print head jams. To optimize print quality, printers should be set for highest print quality and media selection should be "HEAVY COATED." Due to the heavy gauge of the material, this product can feed through the printers at different rates causing print size to vary from print to print. Applications that require tiling or paneling are not recommended. 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. The material should be stored at 72°F (+/-5°F) for no more than 6 months. After use, the material should be stored in its original packaging in the poly bag suspended on the end boards. Material should always be stored suspended and not laying flat on its side. Storing material unsuspended, for prolonged periods of time, can cause print defects.

FINISHING RECOMMENDATIONS

Banner Installation: Improper installation can cause premature banner failure. It is recommended that a professional installer be used. When using banners greater than 10', half moon wind slits should be used.

Tape & Stitched Hem: Single-sided scrim banner material will have exposed scrim fiber at the cut edges; therefore, finishing the edges with tape or stitch is recommended. 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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Ilford® Archiva™ are trademarks of Ilford.

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

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DMVB14

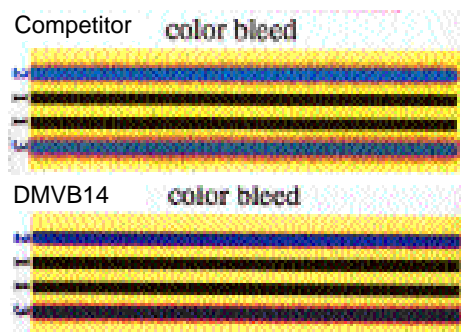
DMVB14 vs. COMPETITOR'S LOW COST VINYL BANNER

COMPETITIVE ADVANTAGES

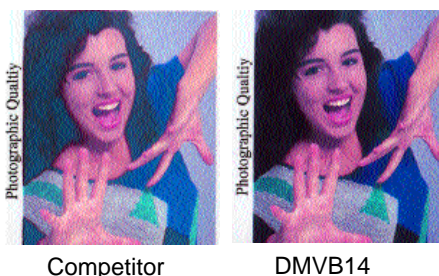
Why buy DMVB14 Scrim?

Accelerated age testing was performed on DMVB14 to confirm the reduced %plasticizer level effect on image quality over time. Testing was performed on an Encad 700 with GO inks. Pictures are worth a thousand words! What scrim vinyl would you buy?

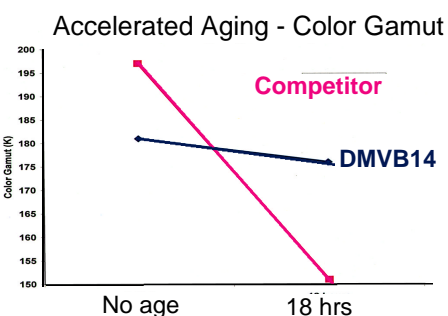
DMVB14 has less bleed hence less plasticizer



DMVB14's photograph quality stays consistent



DMVB14 has minimal color density loss



Physical Property

	<u>DMVB14</u>	<u>COMPETITOR'S LOW COST VINYL BANNER</u>
Caliper (mils):	14.6	18.5
%Opacity:	99%	99%
Whiteness:	109	84
Coating Adhesion (810 tape):	0% removal	90-100% removal
Banner Feel:	Slightly textured	Heavily textured**
Plasticizer Level:	0.028 mg/in ²	0.056 mg/in ²
Odor:	Mild	Strong

**Texture becomes more evident in printed images especially in heavy ink saturated areas.

Print Performance (HP 5000 UV inks)

	DMVB14	COMPETITOR'S LOW COST VINYL BANNER
Color Gamut:	230K	213K
Ink Adhesion:	25% removal	100% removal
Dry time:	instant	instant
Waterfast:	Yes	Yes

Banner Finishing

	DMVB14	COMPETITOR'S LOW COST VINYL BANNER
Cutting:	Very slight fray	Moderate fray
PSA Laminate Adhesion:	Good	Poor
Magic DMFTP Adhesion:	Good	Poor
Tape Hem:	No issues	No issues
Sewing:	No issues	No issues
Grommeting:	No issues	No issues

The above data was created based on Magic internal testing using industry standards and state-of-the-art analytical and laboratory test equipment. Effort was made to ensure that the above information is fair, factual, and complete. The comparison presented here is Magic's opinion.

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