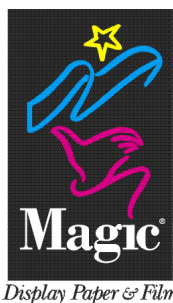


# MAGIC® APPLICATIONS GUIDE

## DMVB15X

### SCRIM VINYL INDOOR/OUTDOOR INK JET BANNER for use in Xerox Xpress® Printer Systems



**MAGIC® DMVB15X** is the premium short-term promotional banner material for indoor or outdoor applications. It is best for applications where maximum base opacity is required because it has two PVC layers and a polyester scrim layer, which add to its sun-blocking power, durability and ability to drape well. DMVB15X is intended for use in all Xerox Xpress® printer systems.

## PHYSICAL PROPERTIES

Basis Weight:	467 g/m <sup>2</sup> (13.7oz/yd <sup>2</sup> )	Gloss (60 degree):	2.1	Tensile Strength (MD/CD):	63/32 lbs/in
Caliper:	15.5 mils (395 microns)	Optimum Print RH:	20-60%	Ultimate Elongation (MD/CD):	42/195 %
Opacity:	100%	Optimum Print Temp.:	70°F (21°C)	Outdoor Life Expectancy*:	10 months
Whiteness	108	Flame Spread Class:	Class B**	Indoor Life Expectancy*:	1 year+
Brightness	95				

\*Based on manufacturer's accelerated age testing. Results may vary based on usage.  
\*\*Based on ASTM E84 test method

## APPLICATIONS GUIDELINES

**Printer & Ink Compatibility:** DMVB15X can be printed in Xerox Xpress® printer systems. **It is recommended to use pigmented inks for longer -lasting images.** Although dye-based inks provide a higher color gamut, premature fade can 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 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 printing multiple prints, use material from the same lot. Color output can vary from lot to lot and the same lot can vary when there is prolonged time intervals between printing of the same image. 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. 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:** 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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