

# MAGIC® APPLICATIONS GUIDE

## DMWF4U

### UNIVERSAL 4 MIL WHITE POLYESTER FILM

**MAGIC® DMWF4U** is a premium 4 mil polyester film that is glossy, durable, and tear-resistant. The universal inkjet coating accepts most dye-based OEM inks. DMWF4U provides a high contrast bright white background which results in vibrant, high resolution images for signage and display graphics. DMWF4U is ideal for POP signs and displays, backlit signage, and graphic panels for exhibits and trade shows.



#### PHYSICAL PROPERTIES

Total Caliper	4.7 mils	120 microns
Gloss of Print Side (60°)	.90	
%Opacity	.92%	
Whiteness	111.5	
Optimum Printing Environment	70°F / 21°C	(30-70% RH)
Recommended Ink Coverage	300%	maximum
Indoor Product Life Expectancy	1 year	(with overlaminate)
Flammability Rating (ASTM E-84)	Class A	

#### PRINTING GUIDELINES

##### Printing:

Print side is wound to the outside of the roll.

##### Printer & Ink Compatibility:

DMWF4U can be used on Hewlett-Packard 2500/3500/5000 DesignJet® series, Encad Novajet®/Pro/Proe, and Colorspan® printers. Film is not compatible with pigmented inks or on water-based piezo printer systems. Ink dry time will be affected by ink saturation level and humidity. Allow prints to dry completely prior to handling.

##### Printer Settings:

To optimize print quality, printers should be set for highest print quality. Media selection should be "Film" mode in 2500/3500 Hewlett-Packard DesignJet® printers, and "Photo Imaging Gloss/Max Quality" mode in Hewlett-Packard DesignJet® 5000. Colorspan printers tend to lay down more ink at a fast rate. Be sure not to exceed the recommended ink saturation level of 300% and to allow the print to dry thoroughly prior to handling.

##### Media Calibration:

ICC Color Calibration profiles can be obtained on our website. Profiles can be downloaded for a selected RIP, printer, ink, and media combination. Profiles are generated on a continual basis. Consult the website for current profile availability.

##### Material Handling & Storage:

Handle product by the edges to avoid getting fingerprints on the imaged areas. It is recommended that white gloves be worn when loading, unloading, and handling the film. To protect unused material, store material in its original packaging, in the poly bag at 59-86°F / 15-30°C and 30-70% RH.

#### APPLICATIONS RECOMMENDATIONS

##### Lamination:

If added surface protection is desired, it is recommended that a non-thermal pressure-sensitive overlaminate be used. Allow film to dry completely at least 1 hour prior to handling. The higher the relative humidity, the longer one should wait. In high humidity environments (80%), prints should be allowed to dry up to 24 hours.

##### Trade Show Graphics:

DMWF4U, combined with a durable, pressure-sensitive polycarbonate overlaminate, is a durable option for producing trade show graphics. Heavier gauge laminates apply more force on the layers. Limit the amount of stress applied to the graphic during transport and use. After laminate application, allow adhesive to cure prior to shipping and handling. Adhesive strength typically improves over time; one hour minimal, overnight is better. Be careful rolling and unrolling prints. The tighter the wrap, the more stress, and the higher the chance for laminate splitting.

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**For more information call 1-800-628-8604  
or visit our web site at [www.magicinkjet.com](http://www.magicinkjet.com)**

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

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