

DISPLAY FILMS Magic® DMBP5

5 Mil Polyester Backprint Film

Making all Great Images Count



www.magicinkjet.com

MARKET APPLICATIONS

- High quality, promotional indoor backlit signage
- Backlit trade show displays
- Backlit retail displays

PRODUCT DESCRIPTION

- 5 mil, **reverse-print film**
- Light diffusion layer (matte) is the ink jet receiver
- Gloss polyester on viewing side of graphic
- Designed for dye inks; limited pigment compatibility

GENERAL AVAILABILITY

<u>DMBP5</u>	<u>Part #</u>
36" x 100'	29987
42" x 100'	29989
50" x 100'	29990
54" x 100'	29991
60" x 100'	29992

FEATURES & BENEFITS

- Reverses printing on matte side protects image on gloss side
- High color gamut on viewing side
- Image looks great with lights on or off
- 5 mil for easy installation and removal in lightbox frame
- Polyester film base for uniform, low-grain background
- Optimized opacity for maximum color without hot spots
- Limited pigment compatibility

MEDIA COMPATIBILITY

Designed to offer exceptional print performance with dye inks in printers such as Hewlett-Packard DesignJet® series, Encad, and ColorSpan.

* For complete Magic® product set, refer to Magic Printer Compatibility Chart under Technical Support on www.magicinkjet.com.

* For additional product details – including printer settings and lamination guidelines – see Application Guide under Tech Support of www.magicinkjet.com

* For ICC profile availability, see www.magicinkjet.com

Phone: 1-800-628-8604

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Disclaimer: Information presented in this product sellsheet is intended to offer a useful reference in selecting media for your output. No media warranties are implied unless specifically mentioned. Printer and / or ink changes may affect results. The most current product information may be found at www.magicinkjet.com.

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InteliCoat Technologies®

MAGIC[®] PRODUCT APPLICATIONS GUIDE

DMBP5

InteliCoat



Digital Imaging
Substrates

UNIVERSAL INK JET BACKPRINT POLYESTER FILM

MAGIC[®] DMBP5 is a 5 mil backprint polyester film which can be used in Hewlett-Packard DesignJet[®] and other water-based piezo wide format printers. By reverse imaging on the matte surface, the polyester film surface protects the ink jet image. DMBP5 is ideal for durable display signage.

PHYSICAL PROPERTIES

Caliper 5.8 mil . . . 145 micron
Gloss of print side (75°) 47
Gloss of film side (75°) 102
Optimum Printing Environment . . . 70° F / 21° C (30%-70% RH)
Fire Certificate In compliance with Germany B1 fire regulations testing.

APPLICATIONS GUIDELINES

Imaging: The print needs to be reverse (mirror) imaged and viewed from the gloss side. The print side is the matte side, and it is wound to the outside of the roll.

Printer Settings: To optimize print quality, printers should be set for highest print quality. To reduce the efforts of the “star wheel” and to minimize bleed, the recommended maximum ink saturation level is 225% on the HP2000 and 3000 series printers. The media selection is “Backlit” for the HP2000/3000 and “Photo Imaging Gloss” for HP5000 series printers. “Heavy Coated Paper” is the printer setting for the 750 series printers. For Epson’s use “Commercial Proofing, 1440x 750” setting. “Super” and “bi-directional” are the printer settings for water based piezo wide format printers.

Printer and Ink Compatibility: DMBP5 may be printed with most dye-based inks. Limited pigment ink capability is exhibited on DMBP5. Using water-based pigments will usually yield good print quality, but expect lower transmitted and reflective ink densities than most dye-based inks. Inks NOT recommended for use are Encad GX, Ilford Archiva, and ColorSpan EnduraChrome inks, because premature fading may occur.

Waterfastness: Dye-based inks have a moderate level of water resistance. Condensation in a light box can cause small amounts of ink bleed. Lamination with encapsulation is the best way to ensure complete waterfastness.

Light Stability: For dye ink applications, it is important to overlamine the image side to prevent image fading. For complete protection, both sides of the film should be laminated with UV stable laminates. DMBP5 should be installed with the laminate side facing out.

FINISHING RECOMMENDATIONS

Image Protection: Print a mirror image of the graphic on the matte side of the product and view from the gloss side. This protects the inks in the light box, exposing the durable polyester film surface to any outside elements.

Lighting: To optimize image appearance, the image should be back illuminated, as the transmitted light yields the desired ink densities. Viewing with reflected light yields only slightly lower ink saturation with transmitted light.

Lamination: Cold pressure-sensitive overlaminates are recommended. Heat-activated laminates are NOT recommended unless the image is encapsulated with a 1/8” safe edge around the entire edge. For additional tips, visit www.magicinkjet.com.

RECYCLING AND DISPOSAL



Disposal by recycling of ink jet media is the preferred method. Where recycle markets do not exist, disposal by landfill or an approved incinerator is acceptable. See the Magic Technical Bulletin @www.magicinkjet.com.

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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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