

## DISPLAY FILMS

### DMBP5

#### 5 Mil Polyester Backprint Film

*Making all Great Images Count*



[www.magicinkjet.com](http://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 is the ink jet receiver  
Gloss polyester on reverse side

#### GENERAL AVAILABILITY

<u>DMBP5</u>	<u>Part #</u>
24" x 100'	29986
36" x 10'	29988
36" x 100'	29987
42" x 100'	29989
44" x 100'	44712
50" x 100'	29990
54" x 100'	29991
60" x 100'	29992

#### FEATURES & BENEFITS

Reverse printing on backside protects image on front  
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

#### PRINTER COMPATIBILITY

Printer	Ink	Good, Better, Best
Hewlett-Packard -All	Dye	Best
Encad - All	Dye	Best
ColorSpan - All	Dye	Best
Epson - All	Dye	Best
Other Water-Based Piezo	Dye	Best

\* For complete Magic® product set, refer to Magic Media Printer Ink Set Compatibility Chart

\* For ICC profile availability, see [www.magicinkjet.com](http://www.magicinkjet.com)

**Phone:** 1-800-628-8604

**Fax:** 1-800-861-4128

**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](http://www.magicinkjet.com).

**Date:** April 2003

# MAGIC<sup>®</sup> PRODUCT APPLICATIONS GUIDE

## DMBP5

InteliCoat



Digital Imaging  
Substrates

### UNIVERSAL INK JET BACKPRINT POLYESTER FILM

MAGIC<sup>®</sup> DMBP5 5 mil backprint polyester film which can be used in all Encad Nova-Jet<sup>®</sup>, ColorSpan<sup>®</sup>, Hewlett-Packard DesignJet<sup>®</sup> and 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. The maximum ink saturation level for Nova-Jet and ColorSpan printers is 350%. 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. "Super" and "bi-directional" are the printer settings for water based piezo wide format printers.

**Printer and Ink Compatibility:** DMBP5 may be printed on most water-based pigmented and dye-based inks. It can also be used on water-based piezo wide format printers with pigment ink. 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:** Pigment inks have excellent water resistance when used in conjunction with DMBP5. 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:** Pigment inks will offer greater light stability. For those applications where dye inks are used, it is important to overlaminate 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](http://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](http://www.magicinkjet.com).

USA  
28 GAYLORD STREET  
SOUTH HADLEY MA 01075-2894

©2008 InteliCoat Technologies.

*InteliCoat Technologies*

For more information, call 1-800-628-8604,  
or visit our website: [www.magicinkjet.com](http://www.magicinkjet.com)

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

01/17/08