

BANNERS / WALLCOVERING
Magiclée® DMiBOP10 / MURAL-PRO™
Reinforced Wet-Strength
Wallcovering, Banners, Posters
For Aqueous & Solvent Systems

Making all Great Images Count



magiclée

www.magicinkjet.com

MARKET APPLICATIONS

- Indoor or Short-Term Outdoor Ink Jet Banner
- Murals, Custom Decorative Wallcovering, Environmental Graphics – interior design & restoration, art reproductions
- Wall murals for Retail Stores, Hospitality, Restaurants & Hotels
- Maps
- POP Displays

PRODUCT DESCRIPTION

- Latex / Nylon-reinforced, wet-strength paper, 11 mil
- 97% Opacity
- Pigment inks recommended
- Durable, high tear strength
- Meets ASTM 793 standards for commercial wallcovering

GENERAL AVAILABILITY

DMiBOP10 / Mural-Pro

	<u>Part #</u>
24" x 10'	70362
36" x 75'	15150
36" x 125'	37385
42" x 75'	29077
50" x 75'	15151
50" x 125'	37386
50" x 200'	70892
54" x 125'	64357

Core = 3" core with a 2" adapter

FEATURES & BENEFITS

- Economical alternative for short-term, indoor promotional signage where high tear strength is desired.
- May be installed with the same pastes and methods as commercial wallcovering.
- Low wet expansion – panels can be double-cut for perfectly butted joints.
- Excellent water resistance in conjunction with pigmented inks

MEDIA COMPATIBILITY

May be used on most aqueous ink jet systems equipped with pigmented inks.

In addition, DMiBOP10 / Mural-Pro may be used in most solvent and eco-solvent ink jet printing systems .

- * 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 sell sheet 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.

Date: March 2011

MAGIC[®] PRODUCT APPLICATIONS GUIDE

DMiBOP10

REINFORCED WET STRENGTH INDOOR/OUTDOOR INK JET BANNER PAPER

InteliCoat



Digital Imaging
Substrates

MAGIC[®] DMiBOP10 is an economical alternative for short term, indoor promotional banner applications where high strength is not required. DMiBOP10 can also be used in indoor wall-covering application. If outdoor use is desired, the material can be posted onto a rigid surface to prevent environment or wind-induced tears. Latex saturation and nylon make it more than just wet strength paper.

PHYSICAL PROPERTIES

Basis Weight:	228 g/m ² (6.7 oz/yd ²)	Optimum Print RH:	30-60%	Tensile Strength (MD/CD):	52/33 lbs/in
Caliper:	11 mil (280 micron)	Optimum Print Temp.:	70 °F (21 °C)	Ultimate Elongation (MD/CD):	30/60%
% Opacity:	97%	Flame Spread Class:	Class A**	Wet Expansion:	3%
Whiteness:	104			Outdoor Life Expectancy*:	2 months
Brightness:	95+			Indoor Life Expectancy*:	6 months

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

**Based on ASTM E84 test method

APPLICATIONS GUIDELINES

Outdoor and Indoor Banner: This product is recommended for only indoor banner applications.

Printer & Ink Compatibility: DMiBOP10 can be printed with Hewlett-Packard DesignJet[®], Canon iPF, Encad NovaJet[®]/Pro/Proe, ColorSpan[®] Displaymaker, Epson 9000 and piezo water-based printers. It is recommended to use pigment inks for longer-lasting images. Although dye-based inks provide a higher color gamut, ink fading can occur.

Water Resistance & Surface Protection: To obtain a high degree of water resistance, use only pigment 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 cannot 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: To optimize print quality, printers should be set for highest print quality. Recommended media selection should be "HEAVY COATED PAPER". Images sized in a software application may be printed slightly smaller than anticipated. Check our magicinkjet.com website for available color profiles.

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. After use, the material should be stored in its original packaging in the poly bag suspended on the end boards. The material should be stored a 72° F (+/-5°) for no more than 1 year.

FINISHING RECOMMENDATIONS

Wallcovering: Refer to the inkjet wallcovering technical bulletin for complete wallcovering guidelines.

Banner Installation: Improper installation can cause premature banner failure. It is recommended that a professional installer 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 un laminated 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: A vinyl pressure-sensitive overlamine is recommended. However, overlaminating one side may cause the product to curl toward the laminated side. Let image dry 24 hours before laminating. Refer to the lamination tips & tricks technical bulletin for guidance.

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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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