

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

## DMPB10

InteliCoat



Digital Imaging  
Substrates

### POLYETHYLENE INDOOR/OUTDOOR INK JET BANNER

MAGIC<sup>®</sup> DMPB10 is ideal for short-term indoor and outdoor promotional banners where a smooth, uniform base material is required. Its polyethylene base gives DMPB10 a high level of water resistance, good drape characteristics and excellent light blocking opacity. This product is intended for use in most water-based thermal and piezo printers using dye and pigment inks.

#### PHYSICAL PROPERTIES

Caliper:	10 mil (255 micron)	Gloss (60°):	2.2
% Opacity:	99 %	Optimum Print RH:	20-60%
Whiteness:	110	Optimum Print Temp.:	70° F (21 °C)
Brightness:	93		

#### APPLICATIONS GUIDELINES

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

**Printer & Ink Compatibility:** DMPB10 may be printed on Hewlett-Packard DesignJet<sup>®</sup>, Encad NovaJet<sup>®</sup>/Pro/Proe, ColorSpan<sup>®</sup> Displaymaker, Canon iPF series, Epson Stylus, and other water-based piezo printers. It is recommended to use pigment inks for longer-lasting images. Although dye-based inks provide a higher color gamut, premature fading can occur. Premature fade will occur with Encad GX, Ilford<sup>®</sup> Archiva<sup>™</sup> and ColorSpan<sup>®</sup> EnduraChrome ink.

**Water Resistance & Surface Protection:** To obtain a high degree of water resistance, use only pigment ink. 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. 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](http://magicinkjet.com) website for available color profiles.

**Material Handling & Storage:** Once the print is completed, roll imaged media onto a core until ready for use. 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

**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:** A vinyl pressure-sensitive overlaminate or an acrylic liquid overcoat may be used. However, overlaminating one side may cause the product to curl toward the laminated side. Let image dry 24 hours before laminating.

#### 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)

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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.

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