

# PHOTOBASE PAPERS WITH PSA **Magic® DMPHA7 & DMPLA7**

High-Gloss Resin-Coated Photobase Paper with PSA  
Low-Glare Resin-Coated Photobase Paper with PSA

*Making all Great Images Count*



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

## MARKET APPLICATIONS

- Photo Reproduction
- Signage
- Posters
- POP displays

## PRODUCT DESCRIPTION

### DMPHA7

- 7 mil, resin-coated photobase paper, glossy surface
- Bright white, dye ink compatible
- Permanent adhesive backing
- 1 mil clear polyester film liner

### DMPLA7

- 7 mil, resin-coated photobase paper, luster surface
- Bright white, dye ink compatible
- Permanent adhesive backing
- 1 mil clear polyester film liner

## GENERAL AVAILABILITY

<u>DMPHA7</u>	<u>Part #</u>	<u>DMPLA7</u>	<u>Part#</u>
36" x 50'	30102	36" x 50'	37175`
42" x 50'	45868	42" x 50'	64143
54" x 50'	37174	50" x 50'	37176
60" x 50'	37173	54" x 50'	37177
60" x 100	67121	60" x 50'	37178
		60" x100'	67354

Core = 3" core with a 2" core adapter

## FEATURES & BENEFITS

### DMPHA7

- Pressure-sensitive adhesive makes for easy installation
- Dye ink compatibility
- High gloss surface

### DMPLA7

- Pressure-sensitive adhesive makes for easy installation
- Dye ink compatibility
- High gloss surface

## MEDIA COMPATIBILITY

Designed to offer exceptional print performance on Hewlett-Packard, Encad, and ColorSpan dye base thermal inkjet printers.

\* For complete Magic® product set, refer to Magic Printer Compatibility Chart under Technical Support on [www.magicinkjet.com](http://www.magicinkjet.com).

\* For additional product details – including printer settings and lamination guidelines – see Application Guide under Tech Support of [www.magicinkjet.com](http://www.magicinkjet.com)

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

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

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*InteliCoat Technologies®*

# MAGIC® PRODUCTS APPLICATION GUIDE

## DMPHA7 & DMPLA7

### UNIVERSAL PRESSURE-SENSITIVE PHOTOBASE

InteliCoat



Digital Imaging  
Substrates

DMPHA7 & DMPLA7 are respectively, high gloss and low glare photobase papers coated with a permanent pressure sensitive adhesive (PSA) with a 1 mil clear polyester liner. The PSA coating allows for easy application to mounting materials. The material can be printed on all Encad NovaJet® and ColorSpan® and Hewlett-Packard DesignJet® wide format dye ink printers. The polyethylene resin coated surface prevents paper cockle and yields photorealistic images. The high gloss surface of the DMPHA7 and the low glare surface of the DMPLA7 provide for optimum viewing in any lighting environment.

### PHYSICAL PROPERTIES

	DMPHA7	DMPLA7
Gloss (60°)	High Gloss	Low Glare
% Opacity	72	35
Whiteness	91	91
Whiteness	105	105
Caliper of photobase	6.5 mil	6.5 mil
Caliper of Adhesive	0.8 mil (+/- 0.1 mil)	0.8 mil (+/-0.1 mil)
Caliper of Film Liner	1 mil	1 mil
Adhesive Type	Permanent Solvent-Based	Permanent Solvent-Based
Adhesive Peel Force		
on Stainless Steel	1.75 lb/in.	1.75 lb/in.
Optimum Printing Environment	70°F (30-70%RH)	70°F (30-70%RH)
Recommended Dye Printing Devices	Encad NovaJet, ColorSpan Hewlett-Packard DesignJet	Encad NovaJet, ColorSpan Hewlett-Packard DesignJet

### APPLICATION GUIDELINES

**Indoor Use:** This product is recommended for indoor applications only. Apply at minimum air and surface temperatures of 50°F.

**Surface Protection:** Dirt and stains can not be cleaned from the imaged surface and the product can be damaged from excessive folding or creasing. Laminating is recommended to protect the surface.

**Printing:** Material may be printed on most dye ink wide format printers. Ink coverage of up to 300% is recommended. To optimize print quality, printers should be set for highest print quality and media selection should be "Photopaper".

**Material Handling & Storage:** Once print is completed, it is recommended to lay material flat until ready for posting. Folding of the material is not recommended. Unimaged material should be stored at 72°F (+/-5°) for no longer than 1 year, to obtain maximum adhesion values. After use, the roll should be stored in its original packaging.

### FINISHING RECOMMENDATIONS

**Surface Preparation:** Always ensure that the receiving surface is thoroughly cleaned, free of dust, dirt or cleaner residues. Painted metal, glass and standard graphic art mounting boards surfaces should be cleaned with standard glass cleaner or isopropyl alcohol (IPA). Poor surface conditions will cause adhesion loss or failure.

**Recommended Application Surfaces:** Stainless steel, glass, acrylic, ABS, polycarbonate, Plexiglas®, Foam Core® and Sintra®. The product is designed for use on smooth, flat indoor surfaces. Textured surfaces and wood tend to promote poor adhesion. Always pretest your specific substrate prior to actual application.

**Installation Techniques:** For best results, it is recommended that a laminator be used to mount material to mounting boards, and for permanent structures a professional installer should be used. Material is not repositionable during or after install. The use of water to aid in the adhesive installation is not recommended. Water will damage the print surface.

**Laminating:** To give added surface protection from dirt and abrasion, a pressure-sensitive overlaminates is recommended. Heat activated laminates should not be used because the heat can degrade the adhesive peel strength. Overlaminating one side may cause the product to curl towards the laminated side and the edges to lift.

**Removal:** Removal will require physical scraping or use of solvents as this is a paper-based product with a strong solvent-based permanent adhesive. Application of this product to dry wall is not recommended due to the potential difficulties in removal.

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For more information, call 1-800-628-860404  
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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