

# MAGIC® PRODUCT APPLICATIONS GUIDE

## DMPSV-G

### UNIVERSAL GLOSSY ADHESIVE VINYL



MAGIC® DMPSV-G is a 5 mil universal glossy adhesive vinyl with a permanent, pressure-sensitive adhesive to give maximum adhesion values. DMPSV-G is an opaque, glossy, calendered vinyl compatible with dye and pigment inks. Applications include indoor posters, board mounted signs, and POP signage.

### PHYSICAL PROPERTIES

Total Caliper . . . . .	11.5 mil	Whiteness . . . . .	115
Liner Caliper . . . . .	6.6 mil	Indoor Life Expectancy* . . . . .	6 months (UV inks)
Adhesive Type . . . . .	Permanent		
%Opacity . . . . .	97%		

Based on manufacturer's accelerated age testing using pigment ink. Results may vary based on usage.

### APPLICATION GUIDELINES

**Printer & Ink Compatibility:** DMPSV-G is a universal product compatible with thermal dye and pigment inks. DMPSV-G may be printed with Hewlett-Packard DesignJet®, Encad NovaJet®/Pro/Proe, and ColorSpan® Displaymakers. Dye-based inks provide a higher color gamut but ink fade can occur. Pigment inks will exhibit a slow dry time. Inks NOT recommended for use are Encad GX and Ilford® Archiva™ because premature fading is known to occur. Epson UltraChrome inks are extremely slow to dry and should be used with 3rd party RIP's.

**Indoor Use:** This product is recommended for indoor applications only. Material is recommended for display for up to 6 months un laminated. Material must be applied at minimum air and surface temperatures of 50° F. This product has no waterfast properties

**Surface Protection:** Overlaminating can lengthen the life expectancy of the inks and protect the images surface from damage. Dirt and stains can not be cleaned from the imaged surface, so lamination is recommended to protect the surface. Let image dry 2 hours before laminating.

**Printing:** Ink coverage of up to 250% is recommended. To optimize print quality, printers should be set for the highest print quality. Select "HEAVY COATED PAPER" paper mode for pigment ink and dye inks in the HP5000 series printers.

**Color Calibration:** ICC color profiles can be obtained for selected RIP, ink and printer combinations on the web page given below.

**Material Handling & Storage:** Once print is completed, roll imaged media onto a core until ready for posting. Folding of the material is not recommended. After use, the roll should be stored at 72° F (+/-5°) and in its original packaging in the poly bag for no more than 1 year.

### FINISHING RECOMMENDATIONS

**Surface Preparation & Recommended Surfaces:** Always ensure that the surface is thoroughly cleaned, free of dust, dirt, and cleaner residues. Painted metal, glass, and standard graphic art mounting boards should be cleaned with standard glass cleaners or isopropyl alcohol (IPA). Poor surface conditions will cause adhesion loss or failure. This product is designed for use on smooth, flat surfaces such as: stainless steel, glass, acrylics, ABS, polycarbonate, Plexiglas®, Fome-Cor® and Sintra®. Textured surfaces, magnets, and wood tend to promote poor adhesion. Application of DMPSV-G to drywall is not recommended due to potential difficulties in removal. Always pretest your application surface prior to installation.

**Application Paper (Premask):** Use low tack application tapes. High tack tapes can cause slight coating removal. Application paper applied directly onto the imaged surface of the vinyl may cause slight yellowing of the coating. American Bilrite Inc. paper Transfer Rite® cause the least amount of yellowing. 3M tapes have been found to increase the yellowing effect.

**Installation:** It is not recommended that water be used during installation. If water comes in contact with the imaged surface, it will damage an unprotected image. Do not use heat guns to install vinyl. Material should not be stretched during installation. It is a calendered vinyl, and it will shrink back to original size, which might cause edges to lift or create gaps between panels.

**Laminating:** Only vinyl pressure-sensitive overlaminates are recommended. Heat activated laminates should not be used because the heat can degrade the adhesive peel strength. Overlaminating one side with too much tension, can cause the product to curl toward the laminated side and the edges to lift off the mounted surface. Let image dry 2 hours before laminating.

**Removal:** Removal may require physical scraping or the use of solvents. By inserting a sharp knife or razor under a corner of the graphic and peeling the graphic carefully, the graphic will remove in fairly large pieces. To increase the ease of the removal, gently heat the vinyl with a heat gun to soften the vinyl and adhesive. Most residue can be removed by picking with the adhesive side of the removed graphic. If this is unsuccessful, soak the residue with a mild solvent (i.e, isopropyl alcohol, ethanol).

USA  
28 GAYLORD STREET  
SOUTH HADLEY MA 01075-2894

*InteliCoat Technologies*

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

©2008 InteliCoat Technologies.  
All rights reserved.

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

04/03/08