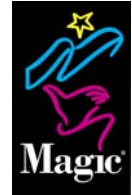


# BANNERS Magic® DMVB14

## Economy Scrim Vinyl

*Making all Great Images Count*



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

### MARKET APPLICATIONS

- Economy Indoor/Outdoor Promotional Banner
- Tradeshow Graphics
- Sporting Events
- Promotions

### PRODUCT DESCRIPTION

- Economical, Single-sided Scrim Vinyl
- Caliper = 14.6 mil
- 99% Opacity

### GENERAL AVAILABILITY

<u>DMVB14</u>	<u>Part #</u>
24" x 40'	46542
36" x 40'	46544
36" x 75'	46545
42" x 50'	46546
50" x 50'	46547
50" x 75'	46548
60" x 50'	46550

Core = 2"

### FEATURES & BENEFITS

- Compatible on a wide variety of thermal & piezo ink jet printing systems
- Superior draping properties; ideal for hanging signs.
- Lower plasticizer content – reduces ink bleed issues due to plasticizer migration.
- Same image quality has the DMVB15, with slightly less physical durability and flexibility, and slightly lower opacity

### MEDIA COMPATIBILITY

May be used on Hewlett-Packard DesignJet® series, Epson Stylus® series, and Canon iPF 8000 printers, and most piezo water-based systems equipped with pigment inks.

- \* 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)

**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:** December 2010

*InteliCoat Technologies®*

# MAGIC® PRODUCTS APPLICATIONS GUIDE

InteliCoat



Digital Imaging  
Substrates

## DMVB14

### SINGLE-SIDED SCRIM BANNER VINYL

MAGIC® DMVB14 is an economical, one-sided scrim banner vinyl for indoor or outdoor applications. DMVB14 provides the same image quality and waterfastness/lightfastness as our time-tested DMVB15, with only slightly less physical durability and flexibility. The low plasticizer content base construction of DMVB14 also reduces the chances of ink bleed issues that other scrim vinyls in the market can experience. The universal ink jet receptive coating is compatible on most thermal and piezo water-based printers as well as. Use DMVB14 when you want a durable outdoor scrim banner vinyl but do not need all of the features of a premium vinyl grade.

#### PHYSICAL PROPERTIES

Basis Weight:	374 g/m <sup>2</sup> (11 oz/yd <sup>2</sup> )	Gloss (60°):	2.1	Tensile Strength (MD/CD):	89/20 lbs/in
Caliper:	14.6 mils (372 microns)	Optimum Print RH:	20-60%	Ultimate Elongation (MD/CD):	80/550 %
%Opacity:	99%	Optimum Print Temp.:	70 °F (21 °C)	Recommended Shelf Life:	6 months
Whiteness	109	Minimum Exposure Temp:	10 °F	Outdoor Life Expectancy*::	8 months
		Flame Spread Class:	Class A**	Indoor Life Expetancy*:	1 year +

Note: The non-image side of the DMVB14 banner may contain a differential gloss pattern. This will not affect the image quality or durability.

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

\*\*Based on ASTM E84 test method

#### APPLICATIONS GUIDELINES

**Printer & Ink Compatibility:** DMVB14 can be printed with Hewlett DesignJet®, Encad NovaJet®/Pro/Proe, ColorSpan® Displaymakers, and most piezo water-based printers equipped with pigment inks. It is recommended to use pigmented inks for longer-lasting images. Although dye-based inks provide a higher color gamut, premature fade can occur. Inks NOT recommended for use are Encad GX, Ilford® Archiva™ and ColorSpan® EnduraChrome ink.

**Water Resistance & Surface Protection:** To obtain a high degree of water resistance, use only pigment ink. Lamination is not required although lamination provides longer outdoor life and surface protection. 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 can not 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:** When printing multiple prints, use material from the same lot. Color output can vary from lot to lot and the same lot can vary when there is prolonged time intervals between printing of the same image. When using this media, either run sheets or disable the cutting mechanism, as heavy materials can cause cutter and print head jams. To optimize print quality, printers should be set for highest print quality and media selection should be "HEAVY COATED." Due to the heavy gauge of the material, this product can feed through the printers at different rates causing print size to vary from print to print. Applications that require tiling or paneling are not recommended. Images sized in a software application may be printed slightly smaller than anticipated

**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. The material should be stored a 72° F (+/-5°) for no more than 6 months. After use, the material should be stored in its original packaging in the poly bag suspended on the end boards. Material should always be stored suspended and not laying flat on its side. Storing material unsuspended, for prolonged periods of time, can cause print defects.

#### FINISHING RECOMMENDATIONS

**Banner Installation:** Improper installation can cause premature banner failure. It is recommended that a professional installer be used. When using banners greater than 10', half moon wind slits should be used. The cold cracking threshold for DMVB14 is 10°F. DMVB14 should not be used in environments below 10°F.

**Tape & Stitched Hem:** Single-sided scrim banner material will have exposed scrim fiber at the cut edges; therefore, finishing the edges with tape or stitch is recommended. 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.

USA  
28 GAYLORD STREET  
SOUTH HADLEY MA 01075-2894

InteliCoat Technologies

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

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## DMVB14

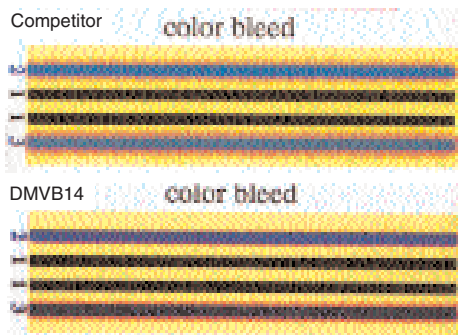
### DMVB14 vs. COMPETITOR'S LOW COST VINYL BANNER

#### COMPETITIVE ADVANTAGES

##### Why buy DMVB14 Scrim?

Accelerated age testing was performed on DMVB14 to confirm the reduced %plasticizer level effect on image quality over time. Pictures are worth a thousand words! What scrim vinyl would you buy?

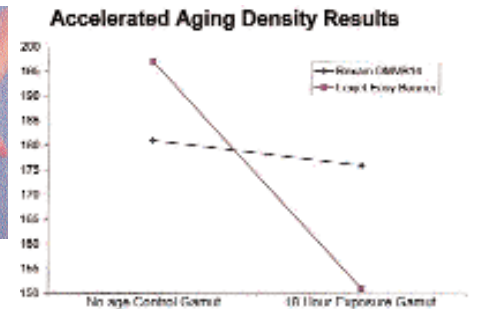
##### DMVB14 has less bleed hence less plasticizer



##### DMVB14's photograph quality stays consistent



##### DMVB14 has minimal color density loss



##### Physical Property

	DMVB14	COMPETITOR'S LOW COST VINYL BANNER
Caliper (mils):	14.6	18.5
%Opacity:	99%	99%
Whiteness:	109	84
Coating Adhesion (810 tape):	0% removal	90-100% removal
Banner Feel:	Slightly textured	Heavily textured**
Plasticizer Level:	0.028 mg/in <sup>2</sup>	0.056 mg/in <sup>2</sup>
Odor:	Mild	Strong

\*\*Texture becomes more evident in printed images especially in heavy ink saturated areas.

##### Print Performance (HP 5000 UV inks)

	DMVB14	COMPETITOR'S LOW COST VINYL BANNER
Color Gamut:	230K	213K
Ink Adhesion:	25% removal	100% removal
Dry time:	instant	instant
Waterfast:	Yes	Yes

##### Banner Finishing

	DMVB14	COMPETITOR'S LOW COST VINYL BANNER
Cutting:	Very slight fray	Moderate fray
PSA Laminate Adhesion:	Good	Poor
Tape Hem:	No issues	No issues
Sewing:	No issues	No issues
Grommeting:	No issues	No issues

The above data was created based on InteliCoat's internal testing using industry standards and state-of-the-art analytical and laboratory test equipment. Effort was made to ensure that the above information is fair, factual, and complete. The comparison presented here is InteliCoat's opinion.

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01/21/09