

PRESSURE-SENSITIVE VINYL

DMVHA5

Glossy PSA Vinyl

Making all Great Images Count



www.magicinkjet.com

MARKET APPLICATIONS

Indoor Posters
Board-Mounted Signs
POP Signage

PRODUCT DESCRIPTION

DMVHA5
High-Gloss, Pressure-Sensitive, Ink Jet Calendered Vinyl
4.5 mil vinyl supported on a 6.5 mil release liner
Permanent, pressure-sensitive adhesive
Compatible with *dye-based inks* for indoor applications

GENERAL AVAILABILITY

<u>DMVHA5</u>	<u>Part #</u>
24" x 60'	44449
36" x 10'	44200
36" x 60'	44201
50" x 60'	44202
54" x 60'	44367

FEATURES & BENEFITS

High gloss for photorealistic images
Permanent adhesive for superior bond to smooth surfaces
May be laminated with vinyl, pressure-sensitive overlaminates for fade resistance and surface protection

PRINTER COMPATIBILITY

Product	Ink	Printer Compatibility
DMVHA5	Dye	Encad, HP DesignJet, ColorSpan

* For complete Magic® product set, refer to Magic Media Printer Ink Set Compatibility Chart

* For ICC profile availability, see 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.

Date: April 2003

MAGIC® APPLICATIONS GUIDE

DMVHA5



GLOSS PRESSURE-SENSITIVE INK JET VINYL

DMVHA5 is now compatible with Hewlett-Packard DesignJet® dye based printing systems and it now has a permanent pressure sensitive adhesive to give maximum adhesion values. As a white opaque, glossy, calendered vinyl it is excellent for printing flexible, durable signs and banners, for indoor use. DMVHA5 is also intended for use in selected Encad NovaJet® and ColorSpan® wide format printers, with dye-based inks.

PHYSICAL PROPERTIES

Vinyl Type	Calendered	Whiteness85	Adhesive	Permanent
Caliper of vinyl	3.5 mil	Gloss (60 degree)82		Solvent-Based
Caliper of Vinyl/Adhesive	4.5 mil	Optimum Print Temp.	70°F (21 °C)	Adhesive Peel Force	
Total Caliper	11.5 mil	Indoor Life Expectancy		on Stainless Steel	3.6 #/in.
Opacity	90%	of vinyl & adhesive	6 months	Dimensional Stability	0.9%

APPLICATIONS GUIDELINES

Printer & Ink Compatibility: DMVHA5 can be printed with Hewlett-Packard DesignJet 750, 2000 and 3000 series printers, as well as Encad NovaJet Pro 36 & 50 with GS & GA inks and ColorSpan Displaymaker UltraWide Gamut inks. The Encad and ColorSpan ink sets may require longer dry times at higher relative humidity. The use of pigmented-based ink or piezo dye-based is not recommended. The product is not recommended for use on the Design Jet 1055, Encad NovaJet Pro 60E, 600E, 500, 630 or 700 series printers.

Indoor Use: This product is recommended for indoor applications only. Material is recommended for display for up to 6 months unlaminated. Material must be applied at minimum air and surface temperatures of 50° F.

Surface Protection: Overlaminating dye-based ink will not offer an outdoor or water protected product but can lengthen the life expectancy of the inks and protect the imaged surface from damage. If water migrates under the laminate, ink bleeding will occur. Dirt and stains cannot be cleaned from the imaged surface, so lamination is recommended to protect the surface.

Printing: Ink coverage of up to 250% is recommended. To optimize print quality, printers should be set for highest print quality and media selection should be "HEAVY COATED PAPER." ICC color profiles can be obtained for selected RIP, ink and printer combinations at the Magic web page given below. Profile solutions not offered will need to be developed by the end user with the specific components being used in a particular system.

Material Handling & Storage: Unimaged material should be stored at 72° F (+/-5°) for no more than 6 months, to obtain maximum adhesion values. After use, the roll should be stored in its original packaging in the poly bag.

FINISHING RECOMMENDATIONS

Surface Preparation: Always ensure that the receiving substrate is thoroughly cleaned, free of dust, dirt or cleaner residues. Drywall should be prepared with a latex paint containing no waxes or silicones. Metal and glass surfaces can be cleaned with standard glass cleaners. Poor surface conditions will cause adhesion loss or failure.

Recommended Application Surfaces: Stainless steel, aluminum, glass, ABS, polycarbonate, Plexiglas, automobile enamel. The product is designed for use on smooth, flat surfaces and should not be applied over corrugations or rivets. Textured surfaces and wood tend to promote poor adhesion. Always pretest your specific substrate prior to actual application.

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 Biltrite Inc. paper Transfer-Rite® cause the least amount of yellowing. 3M tapes have been found to increase the yellowing effect.

Installation Techniques: It is not recommended that water be used during the installation. If water comes in contact with the imaged surface, it will damage an unprotected image. If water is used, all water must be squeegeed out from under vinyl. If liquid soap is added to the water to increase the ease of installation, use only one drop per gallon of water. Soap must not contain moisturizers. 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 for 24 hours before laminating.

Removal: The adhesive is very aggressive and removal may cause damage to indoor painted surfaces or drywall surfaces. To increase the ease of the removal, gently heat the vinyl with a heat gun to soften the vinyl and adhesive. The longer the DMVHA5 is applied to a surface, the more difficult the removal. If during the removal, adhesive transfer happens, soapy warm water and aggressive rubbing with a cloth should remove adhesive. For surfaces with more difficult adhesive removal, isopropyl alcohol (a.k.a.- IPA or rubbing) can be used.

USA

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or visit our website: www.magicinkjet.com**

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(07/01/02)

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