

DISPLAY FILMS
DMWF4U
4 Mil White Opaque Polyester Film

Making all Great Images Count



www.magicinkjet.com

MARKET APPLICATIONS

Highest quality photorealistic indoor signage
Photo reproduction
Front and backlit retail displays
High gloss, tear-resistant posters
Economical trade show graphics

PRODUCT DESCRIPTION

4 mil, white opaque, glossy film
Glossy, universal dye compatible coating

GENERAL AVAILABILITY

<u>DMWF4U</u>	<u>Part #</u>
24" x 100'	46848
36" x 10'	46939
36" x 100'	32826
42" x 100'	46849
50" x 100'	46821
54" x 100'	30082
60" x 100'	46850

FEATURES & BENEFITS

Polyester film for smoothest base uniformity and highest image resolution
High gloss for maximum color gamut
Compatible with polycarbonate film overlaminates for economical trade show graphic solutions
Universal dye ink printer compatibility

PRINTER COMPATIBILITY

Printer	Ink	Good, Better, Best
Hewlett-Packard - All	Dye	Best
Encad - All	Dye	Best
ColorSpan - All	Dye	Best

* 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.

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MAGIC® APPLICATIONS GUIDE

DMWF4U

UNIVERSAL 4 MIL WHITE POLYESTER FILM

MAGIC® DMWF4U is a premium 4 mil polyester film that is glossy, durable, and tear-resistant. The universal inkjet coating accepts most dye-based OEM inks. DMWF4U provides a high contrast bright white background which results in vibrant, high resolution images for signage and display graphics. DMWF4U is ideal for POP signs and displays, backlit signage, and graphic panels for exhibits and trade shows.



PHYSICAL PROPERTIES

Total Caliper	4.7 mils	120 microns
Gloss of Print Side (60°)	.90	
%Opacity	.92%	
Whiteness	111.5	
Optimum Printing Environment	70°F / 21°C	(30-70% RH)
Recommended Ink Coverage	.300%	maximum
Indoor Product Life Expectancy	1 year	(with overlaminate)
Flammability Rating (ASTM E-84)	Class A	

PRINTING GUIDELINES

Printing:

Print side is wound to the outside of the roll.

Printer & Ink Compatibility:

DMWF4U can be used on Hewlett-Packard 2500/3500/5000 DesignJet® series, Encad Novajet®/Pro/Proe, and Colorspan® printers. Film is not compatible with pigmented inks or on water-based piezo printer systems. Ink dry time will be affected by ink saturation level and humidity. Allow prints to dry completely prior to handling.

Printer Settings:

To optimize print quality, printers should be set for highest print quality. Media selection should be "Film" mode in 2500/3500 Hewlett-Packard DesignJet® printers, and "Photo Imaging Gloss/Max Quality" mode in Hewlett-Packard DesignJet® 5000. Colorspan printers tend to lay down more ink at a fast rate. Be sure not to exceed the recommended ink saturation level of 300% and to allow the print to dry thoroughly prior to handling.

Media Calibration:

ICC Color Calibration profiles can be obtained on our website. Profiles can be downloaded for a selected RIP, printer, ink, and media combination. Profiles are generated on a continual basis. Consult the website for current profile availability.

Material Handling & Storage:

Handle product by the edges to avoid getting fingerprints on the imaged areas. It is recommended that white gloves be worn when loading, unloading, and handling the film. To protect unused material, store material in its original packaging, in the poly bag at 59-86°F / 15-30°C and 30-70% RH.

APPLICATIONS RECOMMENDATIONS

Lamination:

If added surface protection is desired, it is recommended that a non-thermal pressure-sensitive overlaminate be used. Allow film to dry completely at least 1 hour prior to handling. The higher the relative humidity, the longer one should wait. In high humidity environments (80%), prints should be allowed to dry up to 24 hours.

Trade Show Graphics:

DMWF4U, combined with a durable, pressure-sensitive polycarbonate overlaminate, is a durable option for producing trade show graphics. Heavier gauge laminates apply more force on the layers. Limit the amount of stress applied to the graphic during transport and use. After laminate application, allow adhesive to cure prior to shipping and handling. Adhesive strength typically improves over time; one hour minimal, overnight is better. Be careful rolling and unrolling prints. The tighter the wrap, the more stress, and the higher the chance for laminate splitting.

USA
28 GAYLORD STREET
SOUTH HADLEY MA 01075-2894

InteliCoat Technologies

SALES OFFICES: AUSTRALIA
BRAZIL
THE NETHERLANDS

**For more information call 1-800-628-8604
or visit our web site at www.magicinkjet.com**

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

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