

BANNERS

PPM7 (DMPPM7; GFPPM7)

PPM7PSA (DMPPM7PSA)

LOTAK-7

Polypropylene, Polypropylene w/PSA
for Aqueous, Solvent & Eco-Solvent Printers

Making all Great Images Count



www.magicinkjet.com

MARKET APPLICATIONS

- Economical Indoor/Outdoor Promotional Banners
- Trade Show Graphics
- Short-Term Retail POP / Promotions

PRODUCT DESCRIPTION

PPM7

Polypropylene – Indoor/Outdoor Low-Cost Banner
Total Caliper: 9.0 mil; Opacity: 97%

PPM7PSA

DMPPM7 with Permanent, Pressure-Sensitive Adhesive
Total Caliper: 11.0 mils; 1.0 mil poly release liner
Recommended for flat, smooth surfaces

LOTAK-7

DMPPM7 with low-tack, repositionable adhesive
Total Caliper: 11.0 mils; 1.0 mil poly release liner

GENERAL AVAILABILITY

<u>PPM7</u>	<u>Part #</u>	<u>PPM7PSA</u>	<u>Part #</u>
24" x 60'	64049	36" x 10'	45542
36" x 10'	44835	36" x 60'	45543
36" x 60'	44976	42" x 60'	48426
36" x 100'	44836	50" x 60'	46389
36" x 100'	49009 3" core		
42" x 60'	44977	<u>LOTAK-7</u>	
50" x 60'	44978	36" x 10'	46708
50" x 100'	45836	36" x 60'	46709
54" x 60'	44979	50" x 60'	47176
54" x 100'	44010 3" core		
60" x 60'	44980		

Note: 2" core unless otherwise indicated

FEATURES & BENEFITS

PPM7

Universal matte coating

Ideal for indoor or short-term outdoor applications where high quality images and durability are required

PPM7PSA

Indoor or short-term outdoor posters or POP displays where *permanent adhesive* is required.

LOTAK-7

Indoor or short-term outdoor posters or POP displays where *easy removal or repositioning* is required

PRINTER COMPATIBILITY

All three products can be used on aqueous, solvent and eco-solvent printers. Pigmented inks are recommended for use with aqueous printers. Encad GX, Ilford® Archiva™ and ColorSpan Endura-Chrome™ inks are not recommended because premature fading can occur.

* For complete Magic® product set, refer to Magic Printer Compatibility Chart on www.magicinkjet.com.

* For additional product details – including printer settings, and lamination guidelines – see Application Guide under Tech Support of www.magicinkjet.com

* 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: March 2008

MAGIC® PRODUCT APPLICATIONS GUIDE

LOTAK-7

LOW TACK POLYPROPYLENE INK JET BANNER

InteliCoat



Digital Imaging
Substrates

LOTAK-7 is a polypropylene banner with a low tack, pressure-sensitive adhesive that is repositionable, removable, and may be reapplied to some surfaces. LOTAK-7 is an excellent short-term option to using PSA vinyl that has a permanent adhesive. LOTAK-7 has a universal coating that is compatible with most water-based thermal and piezo wide format printers. This low cost product can be used indoors and outdoors for both short and long-term signage. LOTAK-7 is ideal for posters, retail displays, window displays, and short-term vehicle graphics such as bumper stickers.

PHYSICAL PROPERTIES

Total Caliper	11.5 mils (293 microns)	Adhesive Type	Solvent, removable
Liner Caliper	1 mil (25 microns)	Adhesive Strength (on glass 72 hrs)	2 oz/in
Adhesive Caliper	1 mil (25 microns)	Optimum Print Temp.	70°F (21 °C)
Whiteness	> 100	Outdoor Life Expectancy*3 months
Gloss (60°)2.1	Indoor Life Expectancy*	6 months
% Opacity97%		

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

APPLICATIONS GUIDELINES

Printer & Ink Compatibility: LOTAK-7 can be printed on Hewlett-Packard DesignJet®, Canon iPF series, Epson Stylus, and most water-based piezo systems. Although dye-based inks provide a higher color gamut, premature ink fade can occur. It is recommended to use pigment inks for longer-lasting images.

Printing: Ink coverage of up to 250% is recommended. Excessive ink saturation can affect the waterfast properties of the material as well as color uniformity. To optimize print quality, printers should be set for highest print quality. The recommended media selection for Hewlett-Packard printers is "HEAVY COATED PAPER."

Color Calibration: ICC color profiles can be obtained for selected RIP, ink and printer combinations on the magicinkjet web page given below. If the proper profile solutions are not available, periodically check the web page for the current availability, as new profiles are being developed on an ongoing basis.

Water Resistance & Surface Protection: To obtain a high degree of water resistance, use only pigment ink. Dye-based inks will yield good color gamut, but with repeated exposure to water, bleeding may occur. If water Dirt and stains cannot be cleaned from the imaged surface. Laminating is recommended to protect the surface from dirt and abrasion. Excessive folding or creasing can damage the imaged surface.

Material Handling & Storage: Once print is completed, roll imaged media (with the graphics facing inward) onto a core until ready for posting. Folding of the material is not recommended. 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.



LOTAK-7

LOW TACK POLYPROPYLENE INK JET BANNER

FINISHING RECOMMENDATIONS

Recommended Application Surfaces: LOTAK-7 is designed for smooth, flat surfaces such as: Stainless steel, aluminum, glass, styrene, polycarbonate, Plexiglas®, Sintra®, Gatorfoam® and Fome-Core®. Note that surfaces like stainless steel and aluminum allow for greater adhesive bond and may leave adhesive residue during removal. Do not apply LOTAK-7 to uneven or curved surfaces such as 90° bends. For these applications, we recommend our DMCVLA3 cast vinyl product which is designed to conform to curved surfaces. Textured surfaces and wood tend to promote poor adhesion. Always pretest your specific substrate for compatibility and removability prior to actual application.

Surface Preparation: Always ensure that the receiving substrate is thoroughly cleaned, free of dust, dirt or cleaner residues. Painted surfaces should be painted with 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. Minimum surface temperature is 50°F (10°C). Life expectancies can vary depending on mounting surface and weather conditions.

Installation Techniques: Proper contact of the adhesive to mounting substrate is critical and maximum pressure should be used during installation. If insufficient pressure is used during the install, the edges can lift. For installations by hand, use application tape and a squeegee with sufficient pressure. It is not recommended to use water during the installation.

Finishing: Finishing will protect the image from dirt and abrasion. A vinyl pressure-sensitive or liquid laminate may be used. Overlaminating one side with too much tension can cause the product to curl towards the laminated side and the edges to lift. Let image dry for 24 hours before applying a finish.

Removal: When removing LOTAK-7 from any surface, remove slowly and lift at a 90° angle. Different surfaces will have different adhesion characteristics. Glass, stainless steel, and aluminum surfaces usually promote higher adhesive bonds, are more difficult to remove and may leave adhesive residue during 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 alcohol) can be used.