

BANNERS / WALLCOVERING
Magiclée® DMiBOP10 / MURAL-PRO™
Reinforced Wet-Strength
Wallcovering, Banners, Posters
For Aqueous & Solvent Systems

Making all Great Images Count



magiclée

www.magicinkjet.com

MARKET APPLICATIONS

- Indoor or Short-Term Outdoor Ink Jet Banner
- Murals, Custom Decorative Wallcovering, Environmental Graphics – interior design & restoration, art reproductions
- Wall murals for Retail Stores, Hospitality, Restaurants & Hotels
- Maps
- POP Displays

PRODUCT DESCRIPTION

- Latex / Nylon-reinforced, wet-strength paper, 11 mil
- 97% Opacity
- Pigment inks recommended
- Durable, high tear strength
- Meets ASTM 793 standards for commercial wallcovering

GENERAL AVAILABILITY

DMiBOP10 / Mural-Pro

	<u>Part #</u>
24" x 10'	70362
36" x 75'	15150
36" x 125'	37385
42" x 75'	29077
50" x 75'	15151
50" x 125'	37386
50" x 200'	70892
54" x 125'	64357

Core = 3" core with a 2" adapter

FEATURES & BENEFITS

- Economical alternative for short-term, indoor promotional signage where high tear strength is desired.
- May be installed with the same pastes and methods as commercial wallcovering.
- Low wet expansion – panels can be double-cut for perfectly butted joints.
- Excellent water resistance in conjunction with pigmented inks

MEDIA COMPATIBILITY

May be used on most aqueous ink jet systems equipped with pigmented inks.

In addition, DMiBOP10 / Mural-Pro may be used in most solvent and eco-solvent ink jet printing systems .

- * For complete Magic® product set, refer to Magic Printer Compatibility Chart under Technical Support 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

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Disclaimer: Information presented in this product sell sheet 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 2011

PRODUCT APPLICATIONS GUIDE

MagicLée

Mural-Pro™

WALLCOVERING INK JET MEDIA For Aqueous & Solvent Systems

InteliCoat



Digital Imaging
Substrates

Mural-Pro™ is a latex-based ink jet wallcovering media for residential, hospitality, commercial, and retail design. Mural-Pro is an economical alternative to adhesive vinyl for in-store environmental graphics. The universal coating provides a wide range of printer compatibility across aqueous and solvent ink jet systems. Mural-Pro meets the ASTM 793 standards for commercial wallcovering and is ideal for interior design, art reproduction, and restoration applications. Mural-Pro is rated class A in fire testing, ASTM E84.

PHYSICAL PROPERTIES

Basis Weight:	225 g/m ² (6.6 oz/yd ²)	Optimum Print RH:	20-60%	Tensile Strength (MD/CD):	52/33 lbs/in
Caliper:	11.3 mils (283 microns)	Optimum Print Temp.:	70 °F (21 °C)	Elongation (MD/CD):	30/60 %
% Opacity:	97%	Flame Spread		Tear Strength (MD/CD):	115/110
Whiteness:	104	Classification:	Class A**	Wet Expansion:	3%
Brightness:	97	**Based on ASTM E84 test method		Indoor Life Expectancy*	1 year+

*Based on manufacturer's accelerated age testing. Lamination will increase life expectancies. Results may vary based on usage.

APPLICATIONS GUIDELINES

Application: This product is designed for only indoor wallcovering applications.

Printer & Ink Compatibility: Mural-Pro can be printed with Hewlett-Packard DesignJet®, Encad NovaJet®/Pro/ProE, ColorSpan® Displaymakers, Epson Stylus, and Canon iPF, and water-based piezo systems equipped with pigment inks. It is recommended to use pigment inks only. Mural-Pro may be used in most solvent ink jet printing systems such as Mimaki, Mutoh, DGI, Vutek, Nur, Seiko.

Printing Guidelines: To optimize print quality, printers should be set for highest print quality. Printer settings for the HP DesignJet® series is Heavy Coated Paper. Select paper or banner-type print setting on water-based piezo. Optimized printer settings will vary from printer manufacture. For solvent printing, start with 60 °C for pre heat and 50 °C for post heat. Check the magicinkjet.com website for available ICC color profiles. Due to the heavy gauge of the material, this product can feed through the printers at different rates causing print size to vary slightly from print to print. Images sized in a software application may be printed slightly smaller than anticipated.

Water Resistance & Surface Protection: To obtain a high degree of water resistance, use aqueous pigment or solvent inks. Lamination is not required. However, dirt and stains can not be cleaned, and the surface can be damaged from excessive folding or creasing, so overlaminating is recommended to help protect it. 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. Let the image dry up to 24 hrs before exposing to moisture.

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. After use, the material should be stored in its original packaging in the poly bag suspended on the end boards. The material should be stored a 72 °F (+/-5°) for no more than 1 year.

INSTALLATION GUIDELINES

Detailed installation information for digital wallcovering can be found on the Wallcovering Technical Bulletin (www.magicinkjet.com)

Wall Preparation: Walls should be prepped to a smooth, clean, and dry surface prior to installation. Mural-Pro will not hide wall flaws. Primer sealer should be used on unpainted drywall. Prime over glossy painted walls.

Paste Information: Use clear adhesives such as: Professional Ultra Premium Heavy Duty Clear Strippable (PRO-880), Golden Harvest GH-34 Clear Strippable, and Allpro Pro-Duty 3400. Clay adhesives have also shown to be effective (PRO-732, PRO-774, Golden Harvest GH-40, Allpro Extra Strength Vinyl 600 & 661). For more permanent wallcoverings, use Professional heavy Duty Clear PRO-838 or Allpro Clear Hang 610. Apply a coat of the desired adhesive using a 1/2" nap paint roller and book for 10 minutes prior to hanging.

Hanging: Do not use tape on the imaged surface. Align the top and adjoining edges. Smooth panels into place using a smoothing brush, starting at the center of the panel working toward the edges. Push out any air pockets using the smoother brush.

Laminating: Pressure-sensitive laminates are not recommended. The added weight of a pressure-sensitive laminate can result in delamination and installation issues. Liquid laminates can be used but always pretest the laminate prior to use for compatibility. Allow the Mural-Pro images to dry 24 hours before finishing.

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For more information, call 1-800-628-8604,
or visit our website: www.magicinkjet.com

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

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