

DISPLAY FILMS  
**Magic® Palermo White Film**  
4.85 Mil, Glossy, White Opaque Polyester Film

*Making all Great Images Count*



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

**MARKET APPLICATIONS**

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

**PRODUCT DESCRIPTION**

- 4.85 mil, white opaque, glossy film
- Accepts most dye-based and pigment OEM inks
- Durable, tear-resistant

**GENERAL AVAILABILITY**

<u>Palermo White Film</u>	<u>Part #</u>
24" x 100'	69308
36" x 10'	69309
36" x 100'	69310
42" x 100'	69311
50" x 100'	69312
54" x 100'	69313
60" x 100'	69314

**FEATURES & BENEFITS**

- Polyester film for smoothest base uniformity and highest image resolution
- High gloss for maximum color gamut
- Compatible with pressure-sensitive polycarbonate film overlaminates for a durable trade show graphic solution
- Accepts pigment inks for longer-lasting images
- Durable, tear-resistant

**MEDIA COMPATIBILITY**

Compatible with most Hewlett-Packard® DesignJet, Encad® NovaJet/Pro/ProE, ColorSpan® Displaymakers, Epson Stylus® Pro series, Canon® iPF series, and most piezo water-based pigment printers. Pigment inks are recommended for longer-lasting images.

- \* For complete Magic® product set, refer to Magic Printer Compatibility Chart 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:** June 2007

# MAGICLEE®/MAGIC® APPLICATIONS GUIDE

MagicLee

## Palermo White Film GLOSSY WHITE POLYESTER FILM

InteliCoat



Digital Imaging  
Substrates

Palermo White Film is a premium glossy white polyester film that is durable, and tear-resistant. The ink jet coating accepts most dye-based and pigment OEM inks. Palermo White Film provides a high contrast white background which results in vibrant, high resolution images for signage and display graphics. Palermo White Film is ideal for POP displays and graphic panels for exhibits and trade shows.

### PHYSICAL PROPERTIES

Total Caliper / 4.85 mil / 121 microns	Optimum Printing Environment / 70°F / 21°C (30-70% RH)
Opacity / 92%	Indoor Product Life Expectancy / 1 year (with overlaminate)
Whiteness / 127	Flammability Rating (ASTM E-84) / Class A
pH value (Tappi T509) / 6.5 (neutral)	

### PRINTING GUIDELINES

**Printing:** Print side is always wound to the outside of the roll.

**Printer & Ink Compatibility:** Palermo White Film can be printed with Hewlett-Packard DesignJet® series, Encad Novajet®/Pro/Proe, ColorSpan® Displaymakers, Epson Stylus® Pro series, Canon® iPF series, and most piezo water-based pigment printers. In the HP DesignJet HPZ6100, the Palermo may not feed reliably and is not recommended for use. It is recommended to use pigment inks for longer-lasting images.

**Printer Settings:** To optimize print quality, printers should be set for highest print quality. Media selection should be "Photo Imaging Gloss / Max Quality" mode in Hewlett-Packard Design Jet 5000 Dye. "Photo Gloss / Production Quality" for Hewlett-Packard Design Jet 5500 UV. For Canon iFP series, media selection is "Super Gloss (Premium), Max Quality", 2400x1200 dpi. For Epson Pro series, use Photo Ink at 2880 dpi and select Premium Photo Glossy 250, high speed, finest detail.

**Color 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 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 handling, unloading, and handling the film. To protect unused material, it is recommended to 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 to use a low-temperature thermal or a pressure-sensitive overlaminate. Allow film to dry completely 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. Most low temperature overlaminates may be used. PSA backers such as Seal® Stop Light 220PS and Stop Light 320PS may be used. Not recommended with Seal® Stop Light Thermal backer. Always pretest your substrate for compatibility.

**Trade Show Graphics:** Palermo White Film, combined with a pressure-sensitive polycarbonate overlaminate, is a durable option for producing trade show graphics. Heavier gauge laminates apply more force on the layers. 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. It is recommended not to roll laminated prints into smaller than a 12" diameter tube, as this can stress the lamination bond. Always roll with the polycarbonate film facing outward.

### RECYCLING AND DISPOSAL

 Disposal by recycling of ink jet media is the preferred method. Where recycle markets do not exist, disposal by landfill or an approved incinerator is acceptable. See the Magic Recycle Technical Bulletin @ [www.magicinkjet.com](http://www.magicinkjet.com).

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InteliCoat Technologies

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For more information call 1-800-628-8604  
or visit our web site at [www.magicinkjet.com](http://www.magicinkjet.com)

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

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