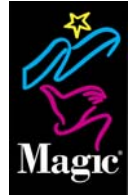


DISPLAY FILMS

Magic® Palermo SPF

9.2 mil, Satin Photo Film

Making all Great Images Count



www.magicinkjet.com

MARKET APPLICATIONS

- High quality photorealistic output for many popular graphics and display applications.
- High quality ad posters and displays
- Indoor banner graphics
- Backlit displays

PRODUCT DESCRIPTION

- 9.2 mil bright white film – desirable satin finish
- Tear-resistant
- Aqueous pigment ink compatible
- Optimum quality photorealistic imaging
- Quick drying for easy handling and finishing
- Some

GENERAL AVAILABILITY

<u>Palermo SPF</u>	<u>Part #</u>
24" x 10'	70567
24" x 100'	70568
36" x 100'	70569
50" x 100'	70570
60" x 100'	70571

FEATURES & BENEFITS

- Universal solution for graphic and display applications
- Excellent photorealistic image quality
- Accepts pigment ink for longer-lasting images
- Durable, tear resistant
- Some water resistance properties
- Pressure-sensitive overlaminates are recommended to protect surfaces from dirt and abrasion

MEDIA COMPATIBILITY

Palermo SPF is compatible with the latest aqueous pigment ink printers from Hewlett-Packard®, Epson®, and Canon®.

- * 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 finishing 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 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: October 2010

InteliCoat Technologies®

MAGIC® PRODUCTS APPLICATIONS GUIDE

PALERMO SPF

SATIN PHOTO FILM

InteliCoat



Digital Imaging
Substrates

MAGIC® Palermo SPF is a satin tear resistant photo realistic film designed for aqueous pigment ink. It offers optimum image quality and quick drying for easy handling and finishing. Palermo SPF offers a universal solution for many of today's most popular graphics and displays, as well as indoor banner graphics and backlit displays.

PHYSICAL PROPERTIES

Coated Caliper	9.2 mils (234.6 microns)
Whiteness	93
Brightness94
Gloss (60°)54
%Opacity:	98%
Optimum Print Environment	70° F /21° C (30-70% RH)

APPLICATIONS GUIDELINES

Printing: Print side is the satin side and it is wound to the outside of the roll.

Printer & Ink Compatibility: Palermo Satin Photo Film is compatible with the latest aqueous pigment printers including Hewlett-Packard, Epson Stylus, and Canon. Suggested printer settings on the HP series is Premium ID Glossy Photo. On the Epson with K3/ UC-photo black, select Premium Glossy Photo/250/1400dpi/ fast/ fine. On the Canon iPF 8000 series, select Glossy Photo, standard.

Water Resistance & Surface Protection: Palermo Satin Photo Film provides some water resistance properties. Pressure sensitive overlaminates are recommended to protect the surface from dirt and abrasion. Dirt stains can not be cleaned from the imaged unprotected surface, and the unprotected surface can be damaged from excessive folding and creasing.

Material Handling & Storage: Once print is completed, roll imaged media onto a core until ready for use. Folding of the material is not recommended. After use, the roll should be stored at 72° F (+/-5°) and in its original packaging in the poly bag for no more than 1 year.

FINISHING RECOMMENDATIONS

Tape & Stitched Hem: Standard high-tack banner tape can be used and is preferred to sewing, as the sewing process can scratch or cause coating pick-off. Follow the guidelines of the tape manufacturer. If sewing, it is recommended that the unlaminated banners be stitched hem side up so that the sewing machine foot comes in contact with only the backside of the banner. For maximum reinforcement, a double-stitched hem with a double lock stitch, with a maximum of five stitches per inch and corner reinforcements are recommended.

Grommeting: Grommets should be placed in the hemline so that the grommet is through two layers. Corner grommets should be placed through the four overlapping layers. A reinforced corner is also recommended to increase durability.

Laminating: A vinyl pressure-sensitive overlaminate or an acrylic liquid overcoat can also be used. However, over-laminating one side may cause the product to curl toward the laminated side. Let image completely dry hours before laminating.

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 Technical Bulletin @ www.magicinkjet.com

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For more information, call 1-413-539-5731,
or visit our website: www.magicinkjet.com

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

12/03/10