

MAGIC® APPLICATIONS GUIDE

POS PRO+ 200 / UNIVERSAL



Block-out Film For Aqueous Pigment & Solvent Systems

MAGIC® POS PRO+ 200 is a 10.4 mil printable, anti curl, blockout film that is specifically designed for universal printing. POS PRO+ 200 is a cost effective solution for indoor applications such as promotional roll-up applications, trade show graphics, and point-of-sale applications. POS PRO+ 200 offers high image quality and durability and is coated with a universal coating that is compatible with both aqueous pigment and solvent ink jet printers.

PHYSICAL PROPERTIES

Caliper	10.4 mil (266 microns)	Whiteness	114
Basis Weight	217.7 g/m ²	Brightness	101
60° Gloss	2.5	% Opacity	100

APPLICATIONS GUIDELINES

Imaging: The print needs to be front imaged and viewed from the image side. The print side is the matte side and it is wound to the outside of the roll. Roll up signage is the primary product application.

Printer & Ink Compatibility: POS PRO+ 200 may be printed with ink jet systems such as Hewlett-Packard DesignJet®, Epson Stylus Pro series, Canon iPF series, and most piezo water-based pigment printers. POS PRO+ 200 may be printed with Raster Graphics PiezoPrint 5000 inks. It is recommended to use pigment inks. Although dye-based inks provide a higher color gamut, ink fade can occur. POS PRO+ 200 may be used in most solvent ink jet printing systems such as Mimaki, Mutoh, Vutek, Nur, Seiko, Scitex, etc. For more printer compatibility, refer to the Magic Compatibility Chart under Technical Support on the web site.

Printer Settings: To optimize print quality, printers should be set for the highest print quality. The maximum ink saturation level for NovaJet and ColorSpan prints is 250%. To reduce the effects of "star wheel marks" and to minimize bleed, the recommended maximum ink saturation level is 250% on the HP DesignJet series printers. The media selection is "Heavy Weight Coated Paper" for the HP DesignJet Series printers. "Super" and bi-directional" are the printers settings for waterbased piezo wide format printers. Dry-time will vary depending on ink type and the ink saturation level used.

To optimize print quality on the solvent ink jet printers, 720 dpi bi-direction will offer the best results. 540 x 360 also offers good output. Optimized printer settings will vary from printer manufacturer. 25°C to 35°C is a good starting point for both pre and post heaters. If available, use dryer or fix to dry image quickly.

Recommended heat settings for POS PRO on HP Latex Printers. The print surface of POS PRO 200+ and POS PRO+400 is an opaque film that can distort or warp if exposed to excess heat. The HP Latex printer has two heating adjustments. The first is (Dry) a drying element designed to remove moisture from the ink and control dot gain. This element applies up to 130 deg. F and should not affect the POS PRO products. The second is (Cure) a curing element. This stage can apply up to 230 deg F and can cause buckling or warping of POS PRO. To find the correct heat setting of the curing element turn down the cure to zero and then on the LED screen slowly dial it up to a temperature where the image is cured as it comes off the printer. This will help you find the minium temperature. Then, as the product is running through the machine, slowly turn the dial up on the LED screen until it is cured. It is recommended to turn off the automatic cutter, when printing POS PRO +200, within all of the printer systems used. Some printer blades may not be able to trim this media.

Light Stability: Pigment inks (aqueous & solvent) provide the best long-term UV fade and water resistance.

FINISHING RECOMMENDATIONS

Laminating: Prints should be completely dried before laminating. It is recommended to wait 24 hours before laminating to allow for adequate dry time. Cold pressure-sensitive overlaminates are recommended.

USA
28 GAYLORD STREET
SOUTH HADLEY MA 01075-2894

InteliCoat Technologies

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

©2011 InteliCoat Technologies
All rights reserved.

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

08/19/11