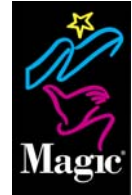


**BANNERS**  
**PPM7**  
**PPM7PSA**

Polypropylene, Polypropylene w/PSA  
For Aqueous, Solvent & Eco-Solvent Printers  
*Making all Great Images Count*



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

PPM7 with permanent, Pressure-Sensitive Adhesive  
Total Caliper: 11.0 mils; 1.0 poly release liner  
Recommended for flat, smooth surfaces

**GENERAL AVAILABILITY**

<b><u>PPM7</u></b>	<b><u>Part #</u></b>	<b><u>PPM7PSA</u></b>	<b><u>Part #</u></b>
24" x 60'	64049 *	36" x 60'	45543 **
36" x 100'	44836 *	42" x 60'	48426 **
36" x 100'	49009 *	50" x 60'	46389 **
42" x 100'	70864 *		
50" x 100'	45836 *		
54" x 100'	49010 *		
60" x 60'	44980 *		

\* Core =3" with a 2" adapter

\*\* Core =2"

**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.

**Media Compatibility**

\* For complete Magic® product set, refer to Magic Printer Compatibility Chart under Technical Support 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:** March 2011

# MAGIC® PRODUCT APPLICATIONS GUIDE



## PPM7 PSA

### PRESSURE-SENSITIVE POLYPROPYLENE BANNER

MAGIC® PPM7 PSA is a low cost polypropylene banner with a permanent, pressure-sensitive adhesive. This product is ideal for short-term outdoor applications. PPM7 PSA has a universal coating that is compatible with most thermal and piezo water-based ink jet printer systems. PPM7 PSA can be applied to a wide variety of flat and smooth surfaces.

#### PHYSICAL PROPERTIES

Total Caliper . . . . .	11 mil	Whiteness . . . . .	.102
Liner Caliper . . . . .	1 mil	Outdoor Life Expectancy* . . . . .	3 months (UV inks)
Adhesive Type . . . . .	Permanent	Indoor Life Expectancy* . . . . .	9 months (UV inks)
%Opacity . . . . .	97%		

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

#### APPLICATIONS GUIDELINES

**Application Use:** This product is recommended for short-term indoor and outdoor applications.

**Printer & Ink Compatibility:** PPM7 PSA can be printed with Hewlett-Packard DesignJet®, Epson Stylus Pro series, Canon iPF series, and other aqueous thermal and piezo systems. It is recommended to use pigment inks for longer-lasting images. Although dye-based inks provide a higher color gamut, ink fade can occur.

**Water Resistance & Surface Protection:** To obtain a high degree of water resistance, use only pigment ink. Laminating is recommended to protect the surface from dirt, abrasion, and frequent handling. Dirt and stains can not be cleaned from the imaged surface and excessive folding or creasing can damage the image surface. Dye-based inks will yield good color gamut, but with repeated exposure to water, bleeding may occur. Overlaminating dye-based ink will not eliminate image bleed, unless the material is completely sealed to a non-porous surface or encapsulated. If water migrates under the laminate, ink bleeding may occur. Let image dry 24 hours before exposing to moisture.

**Printing:** Ink coverage of up to 250% is recommended. Excessive ink saturation can affect the waterfast properties of the material and show ink bleed in high saturated areas. To optimize print quality, printers should be set for highest print quality. Select the "HEAVY COATED PAPER" mode for HP DesignJet® printer series.

**Color Calibration:** ICC color profiles can be obtained for selected RIP, ink, and printer combinations on the web page given below.

**Material Handling & Storage:** Once print is completed, roll imaged media onto a core until ready for posting. 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

**Laminating:** Let image completely dry prior to laminating. A vinyl pressure-sensitive overlaminate or an acrylic liquid overcoat can be used. However, overlaminating one side may cause the product to curl toward the laminated side. Let image dry 24 hours before laminating.

**Surface Preparation & Recommended Surfaces:** Always ensure that the surface is thoroughly cleaned, free of dust, dirt, and cleaner residues. Painted metal, glass, and standard graphic art mounting boards should be cleaned with standard glass cleaners or isopropyl alcohol (IPA). Poor surface conditions will cause adhesion loss or failure. This product is designed for use on smooth, flat surfaces such as: stainless steel, glass, acrylics, ABS, polycarbonate, Plexiglas®, Fome-Cor®, and Sintra®. Textured surfaces, magnets, and wood tend to promote poor adhesion. Application of PPM7 PSA to drywall is not recommended due to potential difficulties in removal. Always pretest your application surface prior to installation.

**Installation:** To ensure adequate edge adhesion, it is recommended that 1/2" be trimmed from the edges of the final print prior to posting, or using edge sealer. For best results, a professional installer should be used. Dry application is recommended. For large prints or more difficult surfaces, very small amounts of water can be used to aid in the adhesive installation. Spray a small amount of the wetting solution on the application surface. Water, Windex® or diluted soap can be used for wet applications.

**Removal:** Removal may require physical scraping or the use of solvents. By inserting a sharp knife or razor under a corner of the graphic and peeling the graphic carefully, the graphic will remove in fairly large pieces. Most residue can be removed by picking with the adhesive side of the removed graphic. If this is unsuccessful, soak the residue with a mild solvent (i.e, isopropyl alcohol, ethanol).

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For more information, call 1-413-539-5731,  
or visit our website: [www.magicinkjet.com](http://www.magicinkjet.com)

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