

# PACKAGING & POINT OF PURCHASE DISPLAYS

## PTransfer

### Ink Jet Image Transfer

*Making all Great Images Count*



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

#### MARKET APPLICATIONS

Three-dimensional mock-ups of packaging & POP displays  
Digital short-run packaging and POP displays

#### PRODUCT DESCRIPTION

##### PTransfer

1 Mil  
Ink Jet Image Transfer  
Semi-gloss finish

#### GENERAL AVAILABILITY

<u>PTransfer</u>	<u>Part #</u>
36" X 10'	43087
36" x 100'	43088
42" x 100'	46934
50" x 100'	46935
53" x 100'	46540

#### FEATURES & BENEFITS

Easiest method to produce digitally printed mock-ups of packaging and POP designs  
Photobase image quality  
Compatible with all printable packaging stocks

#### PRINTER COMPATIBILITY

Printer	Ink	Good, Better, Best
HP Design Jets – All	Dye	Best
Encad Pro Series	Dye	Best
Colorspan – All	Dye	Better
Roland	Piezo Dye	Good

\* For complete Magic® product set, refer to Magic Media Printer Ink Set Compatibility Chart

\* 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:** April 2003

# MAGIC® PRODUCT APPLICATIONS GUIDE

InteliCoat



Digital Imaging  
Substrates

## PTRANSFER

### Ink Jet Image Transfer with Fluorex® Brand Protection

**Magic® PTransfer** offers the ability to produce digital graphics on a variety of packaging substrates. This product is recommended for indoor applications and is ideal for packaging proofs when transferred to standard offset stocks or printable box materials or mock-ups. The Fluorex® brand layer transfers with the imaging layer, creating a thin, flexible protective barrier over the finished graphic. This will guard against damage from physical contact and abrasion, as well as provide stain and chemical resistance. The combination of the Dry Transfer Process and the Fluorex® Brand Protection greatly increases the versatility of your digital output. Profit and productivity also increase by eliminating laminating and mounting steps.

### IMAGING GUIDELINES

#### Printer Compatibility:

PTRANSFER is compatible with dye-based inks on the following printers: HP DesignJets®2000/3000/5000, Encad NovaJet® and ColorSpan®. Compatibility on water-based piezo printers like Epson and Roland will depend on colors being used. Some ink coalescence may be present in secondary colors (red, green, blue). Pigment inks are not recommended, as transfer failure can occur.

#### Printer Settings:

Select the highest quality output setting. 1440 dpi on water-based piezo systems should be used. Select the "Heavy Coated Paper" media setting for HP DesignJet® Printers. Select "mirror image" either in your software or in the printer's menu. Recommended ink saturation level is 250%. Levels above 250% can result in a poor transfer. Use a take-up reel when printing large panels. Do not allow the image surfaces to contact face to face.

#### Printing Environment:

PTRANSFER prints optimally between 60°-70°F at 30-60% RH. Roll material and imaged prints should not be exposed to relative humidity above 70% RH or material can stick together.

#### Material Storage:

Unimaged material should be stored at 72° F (+/-5° ) for no more than 1 year. After use, the roll should be

### TRANSFERRING GUIDELINES

#### Laminator Guidelines:

This product is designed and recommended for use with hot roll laminators only. Fixed point laminators may or may not yield successful transfer due to run conditions not being achievable. After transferring, wait for the laminator to come back to proper temperature before attempting the next transfer. Roll pressure must be even across the nip or the transfer may not be successful. Transferring requires maximum pressures, so transferring to stocks that can be crushed, such as corrugated card board, is not recommended.

Laminator Top Roll Temperature (°F):	250°F (actual & consistent)
Laminator Bottom Roll Temperature (°F):	160°F (actual & consistent)
Pressure (psi):	maximum (80-100 psi)
Roll Speed (fpm):	1-2 fpm
Gap	0

**It may be necessary to increase laminator roll temperature or to reduce roll speed to improve transfer on lower end laminators. Do not exceed 280°F, the substrate may warp.**

#### Transferring Tips:

**Wait 10 minutes after transfer before removing the release liner.** If the transfer image is larger than the transfer receiver, trim excess transfer paper flush with the edges of the receiver stock before removing the release liner.

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USA  
28 GAYLORD STREET  
SOUTH HADLEY MA 01075-2894

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or visit our website: [www.magicinkjet.com](http://www.magicinkjet.com)**

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

02/06/07

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## PTRANSFER

### Ink Jet Image Transfer with Fluorex® Brand Protection

#### What Works

High probability that conditions exist to give good performance across most mid-range hot roll laminators such as the GBC PRO-TECH Falcon™ and the Hunt Graphics Seal Image™ 600. The listed substrates allow for 100% transfer with good adhesion and good resistance to abrasion.

**Generic Stock Descriptions:**

- Coated or printable packaging stock
- Poster board
- Publication Grade Stocks
- Photo grade paper
- Cardboard
- Vinyls

#### What Doesn't Work

These materials are not recommended for direct transfer. Typically transfers to these substrates will be incomplete or easily damaged when abraded.

##### Untreated materials

Cloth/Fabric  
(either cotton or polyester)  
Metals  
Wood  
Ceramic Tile

##### Flexible low temperature plastics

Polypropylene  
Polyester  
Polystyrene

##### Others

Heavily textured materials  
Window Screen

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