

# DISPLAY FILMS

## Magic® SBL-7

7 Mil Polyester Backlit Film

*Making all Great Images Count*



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

### MARKET APPLICATIONS

- High quality, promotional indoor and outdoor backlit signage
- Backlit tradeshow displays
- Backlit retail displays
- Lightbox graphics and kiosks

### PRODUCT DESCRIPTION

- 8 mil (coated), semi-opaque, one-side matte polyester
- Front print, front view product
- For use in aqueous and solvent printers

### GENERAL AVAILABILITY

| <b>SBL-7</b> | <b>Part #</b> |
|--------------|---------------|
| 36" x 20'    | 66628         |
| 36" x 100'   | 66629         |
| 42" x 100'   | 67049         |
| 50" x 100'   | 66630         |
| 50" x 300'   | 66627         |
| 54" x 100'   | 66870         |
| 54" x 500'   | 70853*        |
| 60" x 100'   | 66872         |
| 60" x 500'   | 70854*        |

Core = 3 inch

\* Core = 6 inch

### FEATURES & BENEFITS

- Front print, front view, bright white, semi-opaque
- Vivid color and high image resolution
- 8 mil for easy lightbox installation and removal
- Pigmented inks provide best long-term UV fade and water resistance when using aqueous inks
- For solvent printers, the image should be back-illuminated to optimize image appearance. The use of a diffuser layer, such as a translucent file, will increase overall density to the image.
- Lamination with encapsulation is the best way to ensure complete waterfastness; cold pressure laminates are recommended.

### MEDIA COMPATIBILITY

May be used with most pigment or dye-printing systems from HP, Encad, Color-Span, and Epson. May also be used on most solvent and eco-solvent printers, including those from Mimaki, Mutoh, and others.

\* 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)

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**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 2010

# MAGIC<sup>®</sup> APPLICATIONS GUIDE

## SBL-7

### 7 mil Polyester Backlit Film

InteliCoat



Digital Imaging  
Substrates

MAGIC<sup>®</sup> SBL-7 is a bright white 7 mil polyester backlit film for use with pigment, solvent, eco-solvent inks. SBL-7 is a backlit film recommended as a front printing and viewing film where high density can be achieved. It is ideal for backlit signage applications, and provides maximum transmitted and reflected ink density ensuring vivid color and high image resolution. SBL-7 is suitable for both indoor and outdoor light box graphics and kiosks; has excellent scratch resistance, and does not require lamination.

### PHYSICAL PROPERTIES

|  |   |
|--|---|
| Caliper of Coated Product . . . . .    | 8.0 mil /200 microns                                    |
| Caliper of Base Film. . . . .          | .7.0 mil /175 microns                                   |
| Opacity . . . . .                      | 67%   |
| Gloss of Print Side (60°) . . . . .    | 1.4   |
| Gloss of Film Side (60°) . . . . .     | 136   |
| Whiteness (white backing) . . . . .    | 95  |
| Optimum Printing Environment . . . . . | 70°F (30-70% RH)  |
| Fire certificate . . . . .             | In compliance with Germany B1 fire regulations testing. |

### 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.

**Printer & Ink Compatibility:** SBL-7 may be printed with Hewlett-Packard DesignJet<sup>®</sup>, Canon iPF series, Encad NovaJet<sup>®</sup> /Pro/Proe, ColorSpan<sup>®</sup> Displaymaker's, Epson 9000 and piezo water-based pigments. It is recommended to use pigment inks. Although dye-based inks provide a higher color gamut, ink fade can occur. Using water-based pigments will yield outstanding print quality for use with either reflective or transmitted light. SBL-7 may also be printed in most solvent and eco-solvent printers such as: Mimaki JV3, Mutoh Toucan, Vetek, Nur, Roland Versa Camm, Roland SolJet, etc. When printing with UV cure inks, use flexible type inks to prevent ink cracking.

**Printer Settings:** To optimize print quality, aqueous printers should be set for the highest print quality. The maximum ink saturation level for NovaJet and ColorSpan prints is 300%. To reduce the effects of the "star wheel marks" and to minimize bleed, the recommended maximum ink saturation level is 350% on the HP Design Jet 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 water-based piezo wide format printers. Dry-time will vary depending on ink type and the ink saturation level used. For solvent / eco-solvent, 720 dpi will offer the best results. 540 X 360 also offers good output. Optimized printer settings will vary from printer manufactures. 45° C (115° F) is a good starting point for pre and post heaters.

**Water Resistance:** Aqueous and solvent pigment inks provide the best long-term UV fade and water resistance. Dye-based inks have a moderate level of water resistance. Condensation in a light box will not affect the image. Lamination is not required but is recommended when an image will be exposed to repeated moisture or physical handling or when prolonged product life is needed. With additional protective glass or overlaminates, you can expect expanded durability for up to 1 year outdoors. SBL-7 should be installed with the UV stable laminate side facing out.

### FINISHING RECOMMENDATIONS

**Image Protection:** Due to the waterfast coating, lamination is not required. Overlaminates will protect the image from physical damage if image is unprotected by glass. Cold pressure laminates should be used. When using heat activated laminates, it is recommended to encapsulate, leaving 1/8" safe edge around the entire graphic to ensure complete waterfastness.

**Lighting:** Viewing with reflected or transmitted light yields outstanding image contrast and color vibrancy.

### RECYCLE AND DISPOSAL



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

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

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

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