

# MAGIC® PRODUCT APPLICATIONS GUIDE

InteliCoat



Digital Imaging  
Substrates

## Vinyl Pro

### Instant Dry Glossy Adhesive Vinyl

MAGIC® Vinyl Pro is a 5 mil, water resistant glossy adhesive vinyl with a permanent, pressure-sensitive adhesive to give maximum adhesion values. Vinyl Pro is an opaque, glossy, calendared vinyl compatible with dye and pigment inks. Applications include indoor posters, board mounted signs, POP, and short term outdoor signage.

#### PHYSICAL PROPERTIES

Total Caliper	12.2 mil	%Opacity	97%
Liner Caliper	6.5 mil	Whiteness	89
Adhesive Type	Permanent	Gloss	49

#### APPLICATION GUIDELINES

**Printer & Ink Compatibility:** Vinyl Pro is a compatible with thermal and piezo, dye and pigment inks. Vinyl Pro may be printed with Hewlett-Packard DesignJet® series, HP Z6100, Epson Stylus® Pro 7800, 9800 with K3 inks, Canon iPF 8000 series, and other thermal and piezo ink jet systems. Dye-based inks provide a higher color gamut but ink fade can occur. Pigment ink offers water resistance and is the recommended ink.

**Intended Use:** This product offers exceptional performance for indoor posters and board-mounted signs. Short term outdoor signage is possible because of the water resistant properties. Material must be applied at minimum air and surface temperatures of 50° F.

**Surface Protection:** Overlaminating can lengthen the life expectancy of the inks and protect the images surface from damage. Dirt and stains can not be cleaned from the imaged surface, so lamination is recommended to protect the surface. Let image "rest" for at least 24 hours before laminating.

**Printer Settings:** For the HP Z6100 use ID Premium Gloss/best. For the HP DesignJet series use Production Glossy Photo. For the Epson 7800 K3 use UV-PK Premium Gloss 250. For the Canon iPF 8100 use Glossy Photo.

**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

**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 Vinyl Pro to drywall is not recommended due to potential difficulties in removal. Always pretest your application surface prior to installation.

**Application Paper (Premask):** Use low tack application tapes. High tack tapes can cause slight coating removal. Application paper applied directly onto the imaged surface of the vinyl may cause slight yellowing of the coating. American Biltrite Inc. paper Transfer Rite® cause the least amount of yellowing. 3M tapes have been found to increase the yellowing effect.

**Installation:** It is not recommended that water be used during installation. Do not use heat guns to install vinyl. Material should not be stretched during installation. It is a calendared vinyl, and it will shrink back to original size, which might cause edges to lift or create gaps between panels.

**Laminating:** Only vinyl pressure-sensitive overlaminates are recommended. Heat activated laminates should not be used because the heat can degrade the adhesive peel strength. Overlaminating one side with too much tension, can cause the product to curl toward the laminated side and the edges to lift off the mounted surface. Let image "rest" for at least 24 hours before laminating.

**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. To increase the ease of the removal, gently heat the vinyl with a heat gun to soften the vinyl and adhesive. 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 1-800-628-8604,  
or visit our website: [www.magicinkjet.com](http://www.magicinkjet.com)

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

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