

# MAGIC® APPLICATIONS GUIDE

## NEW VUE



### PERFORATED WINDOW FILM – INSIDE MOUNT for Solvent and Eco-Solvent Printers

MAGIC® NEW VUE is a one side viewable Perforated PVC Window Film that is specifically designed to be printed on the adhesive side. The innovative design is both an adhesive and an ink receptive coating, allowing retailers to mount their graphics inside the storefront eliminating damage to their advertisements. No additional adhesives or mounting tapes are required.

#### PHYSICAL PROPERTIES

Film Caliper:	7.3 mil	Perforation Ratio:	60/40	Adhesive Type:	Removable Acrylic
Film Type:	PVC	Optimum Print RH:	20-80%	Recommended Shelf Life:	1 yr
Backing Type:	PE	Optimum Print Temp.:	70°F (21°C)	Indoor life Expectancy*	1-2 yrs

\*Based on manufactures testing

#### APPLICATIONS GUIDELINES

**Printer & Ink Compatibility:** NEW VUE is compatible with most solvent, eco-solvent printers including Roland, Mimaki, Mutoh, HP & Epson GS6000.

**Printer Settings:** Print to the white, outer tacky surface. Use SBL-7 backlit profiles or select generic backlit film or Window Perforated profiles and settings. Set vacuum to High. Set pinch rollers to ½ pressure, using the outer edge pinch rollers, only. Heater settings: 40c - 45c.

**Printer Set-up:** The image side is tacky therefore the printer and printer area should be cleaned prior to use to eliminate debris from settling on the print side. It is recommended to unwind a few wraps of material to feed into the printer, and keep the media draped on the unwinding roll. Advance the material ½” just before printing. Do not use take-up reels. Keep the material draped at unwind to avoid tugging. The material can drape to the floor. It is recommended to place a clean silicone media on the floor under the printer to prevent debris from collecting on the tacky substrate. Clean printer pull-rollers after printing using printer manufacturer cleaning instructions.

For printers that do not detect or sense black backing such as Mutoh, Oce and Seiko, affix a sheet of white paper over the media sensor (36” x 5). **WARNING:** The printer will not detect the end of the roll and will continue to print, therefore it is important to stop printing prior to the end of the roll.

For the GS6000, there is a black sensor strip on the printer, near the pinch rollers that extends the width of the printer. Place masking tape over the black strip to the entire width of the media so that the sensor is tricked into thinking the tape is the media. The printer will “measure” and detect the tapes width as the media.

**Material Handling:** Always handle NEW VUE so that the white image side is out. Never bend or wind the material so that the image side is in. Do not remove the PE liner until time of install. Be careful to handle the graphic so the imaged graphic does not stick to itself. Graphics can laid be flat on a table or loosely hand wound – image side out, and set on end to dry. If stacking graphics for shipment, use a silicone sheet between layers. For tube shipments, cover the image with a silicone liner, silicone toward image, and wind on a 3” core (or larger), image side out. Store unused material in its original packaging.

#### FINISHING RECOMMENDATIONS

**Surface Protection:** Use a silicone liner to protect the graphic for shipment. Do not use a laminate or overspray to protect the graphic.

**Application:** Apply to a clean, dry surface. Temperature of the application surface should be above 40 degrees. Hold the graphic up to, but not touching the application surface, graphic toward the glass, and tack down the top edge. While holding the remaining graphic from touching the application surface begin gently tacking down the graphic, starting from the top, working down and out, using a soft squeegee or roller, or by hand. Do not stretch. Remove liner after graphic is installed.



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