

# MAGIC® PRODUCT APPLICATIONS GUIDE

## DMFGV5

### FLOOR GRAPHIC PRESSURE-SENSITIVE INK JET VINYL



**MAGIC® DMFGV5** is a 5 mil white opaque, matte, vinyl with a permanent/removable pressure-sensitive adhesive. DMFGV5 is ideal for creating ink jet floor graphics for indoor point-of-purchase, brand, or product marketing in retail environments such as grocery stores, department stores, and discount stores. The vinyl is designed for use on a variety of commercial floor surfaces. A matching overlamine is available in either clear (Magic® DMFGOC) or textured (Magic® DMFGOT). The floor graphic system of DMFGV5 and a matching overlamine meets industry safety standards for non-slip performance.

### PHYSICAL PROPERTIES

Vinyl Type . . . . . Calendered	% Opacity . . . . . 97%	Adhesive . . . . . Permanent/Removable
Caliper of Vinyl . . . . . 5.0 mil (127um)	Whiteness . . . . . 112	Adhesive Peel Force
Caliper of Vinyl/Adhesive . 7.0 mil (178 um)	Brightness . . . . . 99	on Stainless Steel . . . . . 13 oz/in
Total Caliper . . . . . 13.5 mil (344 um)	Gloss (60°) . . . . . 2.5	Dimensional Stability . . . . . 0.5% (MD&TD)
Basis Weight (w/liner) . . . 353 g/m <sup>2</sup> (10 oz/yd <sup>2</sup> )	Optimum Print Temp. . . . . 70°F (21°C)	Indoor Life Expectancy . . . . 6 months
Basis Weight (no/liner) . . . 200 g/m <sup>2</sup> (6 oz/yd <sup>2</sup> )		Minimum Application . . . . . 50°F (10°C) Temperature

### APPLICATIONS GUIDELINES

**Printer & Ink Compatibility:** The universal coating of DMFGV5 is formulated for use with a wide range of ink jet printers including Hewlett-Packard DesignJet®, Encad NovaJet®/Pro/Proe, ColorSpan® Displaymakers, water-based piezo, and Xerox X2 printing systems equipped with **pigmented inks**. Although dye-based inks provide a higher color gamut, ink fade can occur.

**Printing:** Ink coverage of up to 250% is recommended. Excessive ink saturation can affect the waterfast properties of the material as well as color uniformity. To optimize print quality, printers should be set for highest print quality. HP2000/3000 series media selection should be "Heavy Coated Paper". For HP5000 series, use "Colorfast Vinyl" Productivity mode.

**Color Calibration:** ICC color profiles can be obtained for selected RIP, ink and printer combinations on our web page given below. If the proper profile solutions is not available, periodically check the web page for the current availability as new profiles are being developed on an ongoing basis.

**Outdoor and Indoor Use:** This product is recommended for indoor applications only. It must be applied at minimum air and surface temperatures of 50° (10°C). Once posted, the material can withstand temperatures of -40°F to 176° (-40°C to 80°C).

**Water Resistance & Surface Protection:** For surface protection against dirt and moisture and a non-slip surface, it is recommended to overlamine with one of the Magic® floor graphic overlamines. Dirt and stains can not be cleaned from the imaged surface. To obtain a high degree of water resistance, use only pigmented ink. Let image dry 24 hours before exposing to moisture. Excessive folding or creasing can damage the imaged surface.

**Post-printing Material Handling & Storage:** Once print is completed, roll imaged media onto a core prior to lamination. Once image is laminated, roll laminated graphic on a core with the image side facing out. Folding of the material is not recommended. Unimaged material should be stored at 70°F (21°C) for no more than 6 months, to obtain maximum adhesion values. After use, the roll should be stored in its original packaging in the poly bag.

**USA**  
28 GAYLORD STREET  
SOUTH HADLEY MA 01075-2894

©2003 IntelliCoat Technologies. All rights reserved.  
DesignJet® is a registered trademark of Hewlett-Packard.  
NovaJet® is a registered trademark of Encad.  
ColorSpan® is a registered trademark of ColorSpan.

*IntelliCoat Technologies*

**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.

**SALES OFFICES:**  
AUSTRALIA  
BRAZIL  
THE NETHERLANDS



## DMFGV5

### FLOOR GRAPHIC PRESSURE-SENSITIVE INK JET VINYL

#### APPLICATION INSTRUCTIONS

**Recommended Application Surfaces:** DMFGV5 can be applied to smooth surfaces such as: waxed and non-waxed commercial PVC tile, certain ceramic tile, and sealed concrete. This vinyl is only recommended for indoor applications. Textured surfaces tend to promote poor adhesion. Application to wood floors is not recommended. It is recommended to always pretest your specific substrate prior to actual application.

**Floor Surface Preparation:** Floor surface must be cleaned prior to application of graphics. Traditional floor cleaning methods can be used to prepare the surface. Make sure the floor surface is adequately dry before the graphics are applied.

**Application Method:** Peel the release liner 1" from the top. Fold and crease the backing paper. Align and apply the graphic starting at the top using firm strokes with a plastic squeegee, stiff cardboard, or a soft cloth. Continue removing the release liner and smooth out with the squeegee tool. Re-squeegee the edges of the graphic using firm strokes to ensure all edges are sufficiently adhered to the floor.

**Installation Techniques:** Proper contact of the adhesive to the floor is critical and maximum pressure should be used to install the vinyl. If insufficient pressure is used during the install, the edges of the vinyl can lift. It is recommended that water not be used during the installation but if it is used, use minimal amounts. All water must be squeegeed out from under vinyl. If liquid soap is added to the water to increase the ease of installation, use only one drop per gallon of water. Soap must not contain moisturizer. It is not recommended to use edge sealer because it will make removal more difficult. Edge sealers are used for permanent applications. Do not use heat guns to install vinyl. Material should not be stretched during installation. It is a calendered vinyl, and it will shrink back to original size, which might cause edges to lift or create gaps between panels.

**Routine Maintenance:** Do not clean or wax floor graphic for at least 24 hours after application. When selecting a floor wax, ensure it meets or exceeds ASTM D 2047 standards for appropriate static coefficient of friction (0.5 min). Avoid damaging graphics with heavy traffic equipment (fork trucks, pallets, etc). If any edge of the graphic lifts, it is recommended to immediately remove the graphic to avoid risk of injury. Edge lift is less likely to occur if rounded edges of the graphic are used.

**Laminating:** Magic® floor graphic overlaminates exceed the industry standards for non-slip performance. Apply one of the Magic® floor graphic overlaminates (DMFGOC, DMFGOT) to the vinyl using standard pressure-sensitive lamination techniques. Refer to the DMFGOC or DMFGOT Product Application Guide for specific information on the laminates.

**Removal:** Lift one edge of the graphic (using a putty knife) and pull using short quick strokes. Pull at an angle less than 45 degrees for best results. If during the removal, adhesive transfer happens, soapy warm water and aggressive rubbing with a cloth should remove adhesive. Some adhesive residue could remain on certain floor surfaces. In these cases, residue can be removed from the floor with a rigid bristle brush and a solution of dish detergent diluted in warm water. For surfaces with more difficult adhesive removal, isopropyl alcohol (a.k.a.- IPA or rubbing alcohol) can be used.

*InteliCoat Technologies*

**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.

**SALES OFFICES:**  
AUSTRALIA  
BRAZIL  
THENETHERLANDS