

# MAGIC® PRODUCT APPLICATIONS GUIDE

## CLEARTAK™

### OPTICALLY CLEAR MOUNTING FILM

InteliCoat



Digital Imaging  
Substrates

MAGIC® CLEARTAK™ is an optically clear mounting film with a high tack and low tack adhesive on opposing sides. The high tack adhesive is applied to the image side of the media and the low tack side is applied to the mounting surface. CLEARTAK is ideal for (1) glass cooler view-thru advertising, (2) glass/window corporate logos, safety, or directions, (3) store-front window displays, (4) vehicle window advertising, decals, or graphics (5) Plexiglas can be reused when backlit films are mounted with CLEARTAK. CLEARTAK provides image protection whether its mounted to a window as a view-thru or in front of the glass. Clear films, backlit films, and matte papers can be combined with CLEARTAK. CLEARTAK is available in 15", 38" and 51" widths.

## PHYSICAL PROPERTIES

Total Caliper (w/liners) . . . . .	.5.8 mil
Film & Adhesives Caliper . . . . .	.2.5 mil
% Haze . . . . .	.7.5
Side of High Tack Adhesive . . . . .	Outside of roll
Side of Low Tack Adhesive . . . . .	Inside of roll
Product Life Expectancy . . . . .	1 year

(mounted product life depends on image media & inks used)

## APPLICATION GUIDELINES

**Mounting to Imaged Media:** CLEARTAK is wound with the high tack adhesive on the outside of the roll. This is the side that is applied to the imaged side of the media. Make sure when removing the high tack liner, that the high tack adhesive is exposed. It is very easy to separate the mounting film from the low tack liner. The removable liners on both high and low tack sides are prone to surface scratches. Since both liners are removed during mounting, there is no effect on the final mounted graphic.

**Lamination:** It is recommended to use a laminator when applying CLEARTAK to imaged media. A laminator will reduce the chance of wrinkles and air bubbles during application. Make sure the lamination area is clean and free from dirt or dust. Always pretest your specific application prior to actual application.

**For View-Thru Applications:** If you want to mount a clear film image (DMCF4EN and DMCF4HPS) to a glass cooler door...

- Print the image media in "mirror image".
- Apply the high tack adhesive to the image side of the film .
- Apply the low tack side to the cooler door.

**For View-Direct Applications:** If you are mounting a clear film, backlit, or opaque image inside a store front window, glass entrance door or inside window of a vehicle...

- Print the image media in "right-reading" mode.
- Apply the high tack adhesive to the image.
- Apply the low tack side to the inside of the window to be viewed through the glass from the outside.

**Mounting to Surface:** Apply the low tack side to the mounting surface with a squeegee or roller making sure there are no air bubbles or air pockets.

**Water Resistance:** Water resistance depends of what imaging media is used in conjunction with CLEARTAK. CLEARTAK by itself when mounted has good water resistance. Minimal water resistance occurs when CLEARTAK is used with DMCF4HPS film. For this reason, mounting is for indoor use only where there is minimal exposure to water or heavy condensation. Even though the image is protected by the CLEARTAK adhesive, the edges are exposed where constant exposure to moisture will affect the edges of the image over time. Minimal condensation, spray, or window wipe cleaning will not affect the image. Edge sealers are used for permanent applications and are not recommended for short-term removable signage applications. Using edge sealers can make removal very difficult. Excellent water resistance occurs with DMBF5UV, DMBP5, DMPG170, DMPG132, and PPM7. These products have water resistant ink jet coatings.

**Durability:** CLEARTAK mounting film itself has a life expectancy of up to 12 months. The life of the mounted graphic is dependent upon the selected imaged media and the inks used. Pigment inks are recommended for mounting images that will be exposed to sunlight or normal indoor lighting for more than 30 days. Media with water resistant coatings and imaged with pigment inks will last up to 12 months. It is recommended to use the clear film products where there is minimal exposure to water or window cleaners.

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

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

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