

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

InteliCoat



## DMWVA10

10 MIL WHITE VINYL BACKING FILM with PRESSURE SENSITIVE ADHESIVE

MAGIC<sup>®</sup> DMWVA10 is a white, semi-rigid, pressure sensitive adhesive vinyl backer. It increases the reflective characteristic of film products when used for front-lit applications such as trade show graphics. Its superior flexibility makes it easier to handle, even after storage in shipping tubes. Additionally, the dimensional stability minimizes roll-set curl and allows quick recovery of flatness. By doubling the caliper of the finished graphic and protecting the imaged surface, the trade show graphics can be reused show after show.

### PHYSICAL PROPERTIES

Total Caliper	10.5 mil (268 microns)
Opacity	.98%
Gloss (60°)	6.2
Whiteness (white backing)	.88
Adhesive Type	Permanent Acrylic
Minimum Application Temperature	50° F.
Adhesive Values (on Stainless steel at 180° peel @ 12"/min)	.5.5 lbs.

### APPLICATION GUIDELINES

#### Lamination Settings:

It is recommended to laminate at 3 ft/minute and at a nip pressure of 60 psi. However, applying the backer with minimal heat (90-120° F) will allow the adhesive to flow and will produce a more consistent bond. All laminators are different, speeds and pressures need to be optimized for individual machines. Use minimal tensions when applying laminate; a tension setting that is too high can cause the image to curl and possibly delaminate.

#### Lamination:

Always pretest materials that are being laminated to the DMWVA10 to determine adhesive compatibility. A relative humidity of less than 50% is recommended for the lamination environment. Lamination failure may happen if material is handled in high humidity. Using a sled during lamination will aid in transport and reduce wrinkles. Easy-peel release boards can be used or a release liner can be applied onto the board to prevent adhesive buildup.

#### Material Handling:

**IMPORTANT!** Failure to follow lamination and handling procedures may result in tunneling or adhesion bond failure. The recommended waiting time after printing and before laminating is 24 hours. Allow the image to lie flat for at least 12 hours after lamination to allow for maximum adhesion curing and bond strength. Do not roll any laminated images into a tube smaller than a 12" diameter. A smaller diameter will stress the lamination bond. If trimming material, trim by cutting and penetrating through the vinyl side first. A rotary cutter provides the best results, When hand-trimming, the knife must be kept absolutely straight. Angle cutting can cause delamination. Do not use a cutting mat. This soft underbody makes it more difficult to hold the blade straight.

### FINISHING RECOMMENDATIONS

#### Image Protection:

DMWVA10 should be laminated to the imaged side of the graphic. This will protect the image from handling damage during installation and storage.

#### Install Environment:

DMWVA10 is recommended for indoor displays only.

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