

MAGIC® TECHNICAL BULLETIN

Ink Fade on Ink Jet Banner Media

InteliCoat



Digital Imaging
Substrates

Rapid image fade can occur on Magic® ink jet banner where certain OEM dye-based inks are used. Initial launch and product qualification of the banners included compatibility in both dye-based and pigment ink systems. Dye-based inks provide a higher color gamut, but ink fade can occur. Magic banner products were primarily designed for outdoor applications with pigment inks. However, the universal ink jet coating allowed the banner products to be printed with a variety of ink types and on a wide range of printer systems.

Magic banners continue to set the standard of the industry and are the superior banners used in the market today. InteliCoat continues to work on improving the ink fade phenomenon with the banner media. It is recommended to use pigment inks on all Magic banner media for longer lasting images.

PRINTERS & INK SETS

The fade phenomenon has been limited to the following ink sets:

- *Hewlett-Packard 2500/3500 Dye-based inks
- *Hewlett-Packard 5000 Dye-based inks
- *Encad GS Dye-based inks
- *Encad GX Dye-based inks
- *Ilford Archiva inks
- *Colorspan Endurachrome inks

BANNER MEDIA AFFECTED

- | | | |
|------------|---------------|-----------|
| *Mural Pro | *PPM7 | *POLY PRO |
| *TB9 | *DMPB10-C2S | *VSF |
| *DMPB10 | *POS PRO+ 200 | *DMVLA5 |
| *DMVB15 | *POS PRO+ 300 | *DMiBOP10 |
| *DMVB14 | *DMCVLA3 | |

RECOMMENDATIONS

Use pigment inks to ensure stable images from light fade. If dye-based inks are used, allow print to thoroughly dry and over-laminate with a pressure-sensitive or liquid laminate. The ink fade is significantly reduced when over lamination is performed.

When printing on a HP5000 printer, do not use the take-up roller. Due to the printer speed and ink chemistry, color shifts can occur when the print is not allowed to dry prior to rolling up. Ink co-solvents get trapped in the roll up resulting in uneven drying and color uniformity.

Refer to individual product application guides for specific information.

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For more information, call 1-800-628-8604
or visit our website: www.magicinkjet.com

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

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