

# MAGICLEE® /MAGIC® APPLICATIONS GUIDE

## MagicLée® Siena 200 GPSA & Siena 200 LPSA

(DMPDQU-GPSA & DMPDQU-LPSA)

InteliCoat



Digital Imaging  
Substrates

### UNIVERSAL RESIN-COATED ADHESIVE-BACKED PRESSURE SENSITIVE PHOTOBASE PAPERS

Siena PSA products are adhesive-backed resin-coated photobase available in both gloss and luster finishes. The Siena PSA photobase papers are coated with a universal microporus coating that provides instant dry times on most high speed, waterbase thermal and piezo inkjet printer systems, with dye or pigment inks. You can generate the same high quality images that can be laminated quickly when using Siena 200 photobase papers, while eliminating a production step. Siena PSA photobase's provide you with a product solution to increase your production efficiency.

### PHYSICAL PROPERTIES

Gloss (60°) . . . . . 41% (Gloss) . . 17% (Luster)	Caliper of Polyester Liner . . . . . 1 mil
Whiteness . . . . . 106	Adhesive Peel Force on Stainless Steel . . . . . 1.75 lb/in
% Opacity . . . . . 93	Adhesive Type . . . . . Permanent Solvent
Caliper of Photobase . . 8 mil	

### APPLICATION GUIDELINES

**Printer and Ink Compatibility:** Siena 200 PSA products can be used on most waterbase thermal and piezo printer systems such as Hewlett-Packard Design Jet®, Epson Stylus®, Encad Novajet®, Colorspan® Display maker series, and Canon® iPF series. Both dye and pigment ink can be used. Ink dry times will be dependent on ink saturation level and humidity.

**Printer Settings:** To optimize print quality, printers should be set to the highest print quality or photobase print mode. The recommended media settings are: "Durable Gloss UV" in the HP5000 series, "High Gloss Photo" for HP1000/2000/3000 series. "Enhanced Multi-Pass" for Encad Novajets, and "1440 dpi" or "photo" mode for water-based piezo printers. Ink saturation limits can vary due to ink types, ink drop volume and humidity, so ink saturation levels should be optimized for specific printers, ink and software combinations. Over saturation will result in paper cockle and possible head strike.

**Indoor use:** This product is recommended for indoor use.

**Material Handling:** Handle the media by the edges or wear cotton gloves to avoid fingerprints. It is not recommended to fold or to excessively handle the media to prevent damage to the media coating. If you roll the image, roll the image with the graphic facing in to protect your print. Siena 200 PSA products work best in an environment between 18-30°C or 65-86°F and between 20-80%RH. Longer ink dry times will occur at higher humidity environments. Always place unused media back in its original packaging for optimal storage conditions.

**Image Stability:** Lamination is recommended, especially when using dye-based ink. Air quality may substantially accelerate fade if the print is not laminated.

### FINISHING RECOMMENDATIONS

**Surface Preparation:** Always ensure that the receiving surface is clean, free of dust, dirt or cleaner residues. Painted metal, glass and standard graphic mounting boards surfaces should be cleaned with standard glass cleaners or isopropyl alcohol. Poor surface conditions will cause adhesive loss or failure.

**Recommended Application Surfaces:** Stainless steel, glass, acrylic, ABS, polycarbonate, Plexiglas®, Foam Core®, and Sintra® The product is designed for smooth, flat indoor surfaces. Textured surfaces and wood tend to promote poor adhesion. Always pretest your specific substrate to actual application.

**Installation Techniques:** For best results, use a laminator to mount material to mounting boards and for permanent structures. A professional installer should be used. Material is not repositionable during or after installation. The use of water, to aid in adhesive installation, is not recommended. Water will damage the surface.

**Laminating:** To give added surface protection from dirt and abrasion, a cold pressure-sensitive overlaminates is recommended. Heat activated laminates should not be used because the heat can degrade the adhesive peel strength. Avoid direct contact of image side to lamination rolls.

**Removal:** Removal may require physical scraping or use of solvents as this paper-based product has a strong solvent-based permanent adhesive. Application of these products to dry wall is not recommended due to the potential difficulties in removal.

USA  
28 GAYLORD STREET  
SOUTH HADLEY MA 01075-2894

InteliCoat Technologies

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

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

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