

# Backlite

## SBL-7

### MAGIC® APPLICATIONS GUIDE

#### SBL7

#### 7 mil Polyester Backlit Film



MAGIC® SBL-7 is a bright white 7 mil polyester backlit film for use with aqueous, solvent, eco-solvent, latex and UV cure inks. SBL7 is a backlit film recommended as a front print and viewing film where high density can be achieved. It is ideal for backlit signage applications, and provides maximum transmitted and reflected ink density ensuring vivid color and high image resolution. SBL-7 is suitable for both indoor and outdoor light box graphics and kiosks; has excellent scratch resistance, and does not require lamination.

#### PHYSICAL PROPERTIES

Caliper of Coated Product	8.0 mil / 203 microns
Caliper of Base Film	7.0 mil / 178 microns
Opacity	67%
Gloss of Print Side (60°)	1.4 (matte)
Gloss of Film Side (60°)	136
Whiteness (white backing)	95
Optimum Printing Environment	70°F (30 -70% RH)
Fire certificate	Incompliance with Germany B1 fire regulations testing

#### APPLICATIONS GUIDELINES

**Imaging:** The print needs to be front imaged and viewed from the image side. The print side is the matte side and it is wound to the outside of the roll.

**Printer & Ink Compatibility:** SBL7 may be printed with Hewlett-Packard Designjet®, Canon iPF series, ColorSpan® Displaymaker's and piezo water-based systems such as Epson. It is recommended to use pigment inks. Although dye-based inks provide a higher color gamut, ink fade can occur. Using water-based pigments will yield outstanding print quality for use with either reflective or transmitted light. SBL-7 may also be printed in most solvent and eco-solvent printers such as: Mimaki JV3, Mutoh Toucan, Vetek, Nur, Roland Versa Camm, Roland SolJet, etc. SBL7 is also compatible with HP Latex and UV Cure print systems.

**Printer Settings:** To optimize print quality, aqueous printers should be set for the highest print quality. The maximum ink saturation level for NovaJet and ColorSpan prints is 300%. The media selection is "Heavy Weight Coated Paper" for the HP Designjet series printers. "Super" and "bi-directional" are the printer settings for water-based piezo wide format printers. Dry time will vary depending on ink type and the ink saturation level used. For solvent / eco-solvent, 720 dpi will offer the best results. 540 X 360 also offers good output. Optimized printer settings will vary from printer manufacturers. 45° C (115°F) is a good starting point for pre and post heaters.

**Water Resistance:** Aqueous and solvent pigment inks provide the best long-term UV fade and water resistance. Dye-based inks have a moderate level of water resistance. Condensation in a light box will not affect the image. Lamination is not required but is recommended when an image will be exposed to repeated moisture or physical handling or when prolonged product life is needed. With additional protective glass or over-laminate, you can expect expanded durability for up to 1 year outdoors. SBL-7 should be installed with the UV stable laminate side facing out.

#### FINISHING RECOMMENDATIONS

**Image Protection :** Due to the water-fast coating, lamination is not required. Over-laminates will protect the image from physical damage if image is unprotected by glass. Cold pressure laminates should be used. When using heat activated laminates, it is recommended to encapsulate, leaving 1/8" safe edge around the entire graphic to ensure complete water-fastness.

**Lighting:** Viewing with reflected or transmitted light yields outstanding image contrast and color vibrancy.