



MAGIC PPM7

9 mil polypropylene banner
(matte)

PRINTER COMPATIBILITY



DESCRIPTION

Magic PPM7 is a durable banner that resists water and uv damage. This product produces impressive high quality images on its smooth matte finish which minimizes glare from indoor lighting. It is ideal for indoor and outdoor applications such as promotional banners, tradeshow graphics and POP displays.

PHYSICAL CHARACTERISTICS

Caliper	9 mil +/- / 228 microns
Basis Weight	165.7 +/- gsm2
Opacity	97%
Whiteness	102
Gloss Level	2
Flame Spread Class	ASTM E84, Class B
Minimum Exposure	10°F
Tensile Strength (MD/CD)	50 / 65 lbs / in
Initial Tear Resistance (MD/CD)	1080 / 840 lbs/in
Outdoor Life Expectancy	1 month
Indoor Life Expectancy	6 months

**All values are targets*

FEATURES AND BENEFITS

- Premium PP base film
- Award winning Magic “UNIVERSAL” coating
- Excellent color gamut and black density
- Low glare matte finish
- Tear resistant
- Water resistant
- Scratch resistant
- Fade resistant
- Bright white
- Lay flat
- No edge cracking when folded
- Compatible with most PSA and thermal overlaminates

COMMON APPLICATIONS

- Rollup banners
- Hanging banners
- General posters
- General signage

- Retail advertising

PROCESSING TIPS

- Preferred side out

FINISHING & PRINTING

- Printers should be set for highest print quality
- Maximum ink saturation level for aqueous is 250%
- Heavy Weight Coated Paper selection should be used
- Dry time will vary depending on ink type and saturation level used
- Maximum ink saturation level for solvent/eco solvent is 350%
- Pigmented inks provide the best long term water and UV resistance
- Dye based inks provide moderate water and UV resistance
- Over saturation can affect water fast properties
- Recommended heat settings: preheat 42°C and post heat 37°C
- Vinyl PSA is not required but can be added for additional protection and increased lifetime
- Laminating one side can result in curl toward the laminated side
- Hemming is optional
- High tack banner tape is recommended over sewing as it can scratch the coating

SHELF LIFE

2 years from ship date

STORAGE CONDITIONS

Temperature	50-85° F (10-30° C)
Relative Humidity	30-65%

OPTIMAL PRINTING ENVIRONMENT

Temperature	50-85° F (10-30° C)
Relative Humidity	30-65%

