

PRINTING GUIDELINES

Image Magic Cling Litho

Image Magic Cling - Litho is a 50 micron electrically charged polypropylene film on a 250 micron printable backer that is easy to apply, remove and reposition on any clean, dry interior surface that will not cause damage to the application surface.

FEATURES

- + **Adhesive Free** – Tape, glue or pins are not required.
- + **Versatile**
 - + Apply to any clean, dry interior surface including walls, metals, windows, wood, plastics, brick, white goods, and electrical products without damaging the surface (**Will not adhere to very porous surfaces like textiles*).
 - + Clings on either side – print to surface or reverse print.
 - + Flat or slightly curved surfaces.
 - + Perforate, die-cut, kiss-cut, fold, and score.
 - + Chemically inert – no adhesives, coatings, or chemical substances, safe for use on sensitive surfaces.
- + **Damage Free** – No adhesives, coatings or chemical substances that could damage surfaces.
- + **Environmentally Friendly** – PVC free, recyclable polypropylene. Recyclable paper liner.
- + **Key Application** – Temporary promotional signage that will adhere for <6 months.

GRAPHIC DESIGN & PRINTING

- + Build with CMYK rather than PMS spot colors.
- + Only add two hits of opaque white prior to four-color process when using the clear film – reverse this step is printing in reverse.
- + Ink Coverage = < 220%, use a line screen of 150-175 - Use GCR or UCR to reduce screen values.
- + Minimum Graphic Size = 8cm x 12cm.
- + Boarder Requirements:
 - + 2cm from edge of the sheet.
 - + Window applications require a 2,5cm edge.

PRODUCTION – STANDARD LITHO

- + Use water sparingly to avoid ink emulsion - this will also result in faster drying times.
- + Use recommended inks to reduce potential swelling.
- + Use a >50 micron spray powder to help facilitate drying. Allow 24-48 hours to dry. Keep stack temperature to 32°C.
- + Turn off IR heaters and anti-static bars.
- + Do not use metallic inks, varnishes, or coatings.
- + Use water and UV curing lights minimally.

PRODUCTION – UV LITHO

- + UV inks with low VOC's that will cure at lower lamp settings.
- + Perform an ink draw down prior to printing to avoid swelling in the film.
- + Set delivery heat lamps to the lowest possible level.
- + Allow 4-6 hours for inks to cure.
- + Do not use drying stimulators or dampening solution.

FINISHING

- + Avoid thin, long strips and sharp angles to prevent tearing.
- + Use hard ejection black runner to die-cut.
- + Perforate with 4-6 teeth/cm knives and use 0,4 mm round die on inner corners.
- + Pack finished pieces in an archive safe poly bag. Do not shrink wrap.
- + Avoid packaging with VOC's or anti-stat properties. New corrugated cardboard may contain VOC's that impact the film's charge.
- + Roll the printed piece with the printed side facing outward.

STORING

- + Store unused material in its original plastic bag and packaging. The temperature of the room should not exceed 18-27°C and set the relative humidity between 25-50%.
- + Acclimate the film for 24 hours before printing.
- + Only remove the film from the original plastic bag just before printing.
- + Shelf Life = 1 Year.