

MAGIC® PRODUCT APPLICATIONS GUIDE



PTRANSFER

Ink Jet Image Transfer with Fluorex® Brand Protection

PTRANSFER® is now available for ink jet printing. Magic® PTransfer offers the ability to produce digital graphics on a variety of packaging substrates. **PTRANSFER** is specifically designed for low temperature transfer capability. This product is recommended for indoor applications and is ideal for packaging proofs when transferred to standard offset stocks or printable box materials or mock-ups. The Fluorex® brand layer transfers with the imaging layer, creating a thin, flexible protective barrier over the finished graphic. This will guard against damage from physical contact and abrasion, as well as provide stain and chemical resistance. The low temperature transfer feature makes the product suitable for use on a broad range of laminating equipment. It also allows transfers onto receivers sensitive to high temperature. The combination of the Dry Transfer Process and the Fluorex® Brand Protection greatly increases the versatility of your digital output. Profit and productivity also increase by eliminating laminating and mounting steps.

IMAGING GUIDELINES

Printer Compatibility:	PTRANSFER is compatible with dye-based inks on the following printers: HP DesignJets®2000/3000/5000, Encad NovaJet® and ColorSpan®. Compatibility on water-based piezo printers like Epson and Roland will depend on colors being used. Some ink coalescence may be present in secondary colors (red, green, blue). Pigmented inks are not recommended, as transfer failure can occur.
Printer Settings:	Select the highest quality output setting. 1440 dpi on water-based piezo systems should be used. Select the "Heavy Coated Paper" media setting for HP DesignJet® Printers. Select "mirror image" either in your software or in the printer's menu. Recommended ink saturation level is 250%. Levels above 250% can result in a poor transfer. Use a take-up reel when printing large panels. Do not allow the image surfaces to contact face to face.
Printing Environment:	PTRANSFER prints optimally between 60°-70°F at 30-60% RH. Roll material and imaged prints should not be exposed to relative humidity above 70% RH or material can stick together.
Material Storage:	Unimaged material should be stored at 72° F (+/-5°) for no more than 1 year. After use, the roll should be stored in its original packaging in the poly bag.

TRANSFERRING GUIDELINES

Laminator Guidelines: This product is designed and recommended for use with hot roll laminators only. Fixed point laminators may or may not yield successful transfer due to run conditions not being achievable. After transferring, wait for the laminator to come back to proper temperature before attempting the next transfer. Roll pressure must be even across the nip or the transfer may not be successful. Transferring requires maximum pressures, so transferring to stocks that can be crushed, such as corrugated card board, is not recommended.

Laminator Top Roll Temperature (°F):	250°F (Actual)
Laminator Bottom Roll Temperature (°F):	160°F (Actual)
Pressure (psi):	maximum (80-100 psi)
Roll Speed (fpm):	1-2 fpm

It may be necessary to increase laminator roll temperature or to reduce roll speed to improve transfer on lower end laminators. Do not exceed 280°F. Substrate warpage may occur.

Transferring Tips: **Wait 10 minutes after transfer before removing the release liner** . If the transfer image is larger than the transfer receiver, trim excess transfer paper flush with the edges of the receiver stock before removing the release liner.

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InteliCoat Technologies

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

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What Works

High probability that conditions exist to give good performance across most mid-range hot roll laminators such as the GBC PRO-TECH Falcon™ and the Hunt Graphics Seal Image™ 600. The listed substrates allow for 100% transfer with good adhesion and good resistance to abrasion.

Generic Stock Descriptions:

- Coated or printable packaging stock
- Poster board
- Publication Grade Stocks
- Photo grade paper
- Cardboard
- Vinyls

What Doesn't Work

These materials are not recommended for direct transfer. Typically transfers to these substrates will be incomplete or easily damaged when abraded.

Untreated materials

- Cloth/Fabric
(either cotton or polyester)
- Metals
- Wood
- Ceramic Tile

Flexible low temperature plastics

- Polypropylene
- Polyester
- Polystyrene

Others

- Heavily textured materials
- Window Screen

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

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