

# WALLCOVERING Magiclée®/ Magic® MURAL-PRO™

WALLCOVERING, INDOOR MURALS, POSTERS  
FOR AQUEOUS & SOLVENT SYSTEMS

*Making all Great Images Count*



**magiclée**

[www.magicinkjet.com](http://www.magicinkjet.com)

## MARKET APPLICATIONS

- Murals, Custom Decorative Wallcovering, Environmental Graphics – interior design & restoration, art reproduction
- Retail Stores
- Hospitality, Restaurants & Hotels
- Custom Residential
- Corporate Lobbies and Meeting Rooms

## PRODUCT DESCRIPTION

- 12 mil latex-saturated, wet strength paper
- Economical alternative to adhesive vinyl
- Indoor use only, recommended pigment inks only
- Durable, tear-resistant
- Universal ink jet coating provides wide range of printer compatibility across aqueous & solvent printer systems
- Meets ASTM 793 standards for commercial wallcovering

## GENERAL AVAILABILITY

<u>Mural-Pro</u>	<u>Part #</u>
24" x 10'	70384
24" x 75'	65488
36" x 75'	48992
36" x 125'	49823
42" x 75'	64355
50" x 75'	64356
54" x 75'	64356
54" x 125'	64357

core = 2 inch

## FEATURES & BENEFITS

- Excellent color gamut
- Pasteable – Can be installed with the same pastes and methods for commercial wallcovering
- Low wet expansion – panels can be double-cut for perfectly butted joints.
- Easier and less expensive to install than vinyl
- Thick base – hides imperfections in the wall.

## MEDIA COMPATIBILITY

Can be used on Hewlett-Packard DesignJet® series, Epson Stylus® Pro, and Canon series printers equipped with pigment inks. It is recommended that pigment inks be used.

In addition, Mural-Pro can be used in most solvent and eco-solvent ink jet printing systems such as those manufactured by Vutek, Mimaki, and Mutoh.

- \* For complete Magic® product set, refer to Magic Printer Compatibility Chart under Technical Support on [www.magicinkjet.com](http://www.magicinkjet.com).
- \* For additional product details – including printer settings and lamination guidelines – see Application Guide under Tech Support of [www.magicinkjet.com](http://www.magicinkjet.com)
- \* For ICC profile availability, see [www.magicinkjet.com](http://www.magicinkjet.com)

**Phone:** 1-800-628-8604

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**Disclaimer:** Information presented in this product sellsheet is intended to offer a useful reference in selecting media for your output. No media warranties are implied unless specifically mentioned. Printer and / or ink changes may affect results. The most current product information may be found at [www.magicinkjet.com](http://www.magicinkjet.com).

**Date:** August 2009

# PRODUCT APPLICATIONS GUIDE

MagicLée

Mural-Pro™

## WALLCOVERING INK JET MEDIA For Aqueous & Solvent Systems

InteliCoat



Digital Imaging  
Substrates

Mural-Pro™ is a latex-based ink jet wallcovering media for residential, hospitality, commercial, and retail design. Mural-Pro is an economical alternative to adhesive vinyl for in-store environmental graphics. The universal coating provides a wide range of printer compatibility across aqueous and solvent ink jet systems. Mural-Pro meets the ASTM 793 standards for commercial wallcovering and is ideal for interior design, art reproduction, and restoration applications. Mural-Pro is rated class A in fire testing, ASTM E84.

### PHYSICAL PROPERTIES

Basis Weight:	225 g/m <sup>2</sup> (6.6 oz/yd <sup>2</sup> )	Optimum Print RH:	20-60%	Tensile Strength (MD/CD):	52/33 lbs/in
Caliper:	11.3 mils (283 microns)	Optimum Print Temp.:	70 °F (21 °C)	Elongation (MD/CD):	30/60 %
% Opacity:	97%	Flame Spread		Tear Strength (MD/CD):	115/110
Whiteness:	104	Classification:	Class A**	Wet Expansion:	3%
Brightness:	97	**Based on ASTM E84 test method		Indoor Life Expectancy*	1 year+

\*Based on manufacturer's accelerated age testing. Lamination will increase life expectancies. Results may vary based on usage.

### APPLICATIONS GUIDELINES

**Application:** This product is designed for only indoor wallcovering applications.

**Printer & Ink Compatibility:** Mural-Pro can be printed with Hewlett-Packard DesignJet®, Encad NovaJet®/Pro/ProE, ColorSpan® Displaymakers, Epson Stylus, and Canon iPF, and water-based piezo systems equipped with pigment inks. It is recommended to use pigment inks only. Mural-Pro may be used in most solvent ink jet printing systems such as Mimaki, Mutoh, DGI, Vutek, Nur, Seiko.

**Printing Guidelines:** To optimize print quality, printers should be set for highest print quality. Printer settings for the HP DesignJet® series is Heavy Coated Paper. Select paper or banner-type print setting on water-based piezo. Optimized printer settings will vary from printer manufacture. For solvent printing, start with 60 °C for pre heat and 50 °C for post heat. Check the magicinkjet.com website for available ICC color profiles. Due to the heavy gauge of the material, this product can feed through the printers at different rates causing print size to vary slightly from print to print. Images sized in a software application may be printed slightly smaller than anticipated.

**Water Resistance & Surface Protection:** To obtain a high degree of water resistance, use aqueous pigment or solvent inks. Lamination is not required. However, dirt and stains can not be cleaned, and the surface can be damaged from excessive folding or creasing, so overlaminating is recommended to help protect it. Ink coverage of up to 250% is recommended, because higher ink saturation can affect the waterfast properties and show ink bleed in heavy saturation areas. Let the image dry up to 24 hrs before exposing to moisture.

**Material Handling & Storage:** Once the print is completed, roll imaged media onto a core until ready for posting. Folding of the material is not recommended. After use, the material should be stored in its original packaging in the poly bag suspended on the end boards. The material should be stored a 72 °F (+/-5°) for no more than 1 year.

### INSTALLATION GUIDELINES

Detailed installation information for digital wallcovering can be found on the Wallcovering Technical Bulletin ([www.magicinkjet.com](http://www.magicinkjet.com))

**Wall Preparation:** Walls should be prepped to a smooth, clean, and dry surface prior to installation. Mural-Pro will not hide wall flaws. Primer sealer should be used on unpainted drywall. Prime over glossy painted walls.

**Paste Information:** Use clear adhesives such as: Professional Ultra Premium Heavy Duty Clear Strippable (PRO-880), Golden Harvest GH-34 Clear Strippable, and Allpro Pro-Duty 3400. Clay adhesives have also shown to be effective (PRO-732, PRO-774, Golden Harvest GH-40, Allpro Extra Strength Vinyl 600 & 661). For more permanent wallcoverings, use Professional heavy Duty Clear PRO-838 or Allpro Clear Hang 610. Apply a coat of the desired adhesive using a 1/2" nap paint roller and book for 10 minutes prior to hanging.

**Hanging:** Do not use tape on the imaged surface. Align the top and adjoining edges. Smooth panels into place using a smoothing brush, starting at the center of the panel working toward the edges. Push out any air pockets using the smoother brush.

**Laminating:** Pressure-sensitive laminates are not recommended. The added weight of a pressure-sensitive laminate can result in delamination and installation issues. Liquid laminates can be used but always pretest the laminate prior to use for compatibility. Allow the Mural-Pro images to dry 24 hours before finishing.

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

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

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