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Approved by NG

**Product**

IMAGin® Simply Sustainable™ White Magic Cling SS99

**Product Description**

**Simply Sustainable™ Magic Cling White** is a gloss top coated white polypropylene film designed with a removable, clear acrylic pressure sensitive adhesive to stick any smooth surfaces such as windows office doors display cases and even beverage coolers. It will also adhere to many smooth, plastic and metal surfaces.

Magic Cling is supplied with a 90# Polycoated Layflat liner for ease of processing and handling.

Using wet application method to help eliminate trapped air bubbles for larger images is recommended.

**Physical Properties**

Property	Typical Values	Test Method
<b>Thickness, inches (mil)</b> Film	0.002 (2)	
<b>Peel Adhesion</b> 180° on glass 15 min 24 hr.	<1 oz/in <1 oz/in	PSTC-1
<b>Temperature Range</b> Minimum Application: End Use:	25°F (-4°C) -40°F to 180°F (-40°C to 82°C)	

**Durability**

Up to 2 years from time of application on an outside window. Outdoor climate may limit the bond on exterior windows. Because of these uncontrollable factors no warranty is offered for durability.

**Shelf Life**

2 years from D.O.M. when stored at 60/77°F (15/25°C) and 50% relative humidity in the original package.

**Approved Print Materials**

<b>Screen Printing:</b>		<b>HP Indigo</b>	<input type="checkbox"/>
UV Cured	<input checked="" type="checkbox"/>	<b>Off-set</b>	<input type="checkbox"/>
Solvent	<input type="checkbox"/>	<b>Off-set UV</b>	<input checked="" type="checkbox"/>
<b>Digital: UV Inkjet</b>	<input checked="" type="checkbox"/>	<b>Thermal Transfer</b>	<input type="checkbox"/>
Eco-solvent	<input type="checkbox"/>	<b>UV Flexographic</b>	<input type="checkbox"/>

True solvent  
Latex



Flexographic  
Jetrion



To achieve the best possible print quality, please make sure that the correct ICC profiles or printer settings are used. Profiles can be obtained from our Distributors or can be downloaded from [www.mactac.com](http://www.mactac.com). Printer and heater settings and ICC profiles can also be downloaded from some O.E.M. or software manufacturer's websites. The ICC profiles are provided solely as a customer resource. Print environments, the individual nature of printing systems, inks and software can significantly affect output. It is the customer's responsibility to determine the suitability of any profile for use in their equipment.

### Limitations

- 1) **The user is responsible for determining the product's suitability, including adhesion and if needed, removal characteristics when used in applications other than listed specifically in this Performance Guide.**
- 2) **If there are any questions about applications, please contact your Mactac sales representative to discuss your requirements for recommendations.**
- 3) **If this is a printed Performance Guide it is an uncontrolled document. Please check the Mactac website for the latest, most up-to-date version**

### Recommendations

Always test your combination of print media, printers and inks prior to commercial use.

- a) **Printing Conditions:** Print in conditioned pressroom at  $\pm 73^{\circ}\text{F}$  ( $23^{\circ}\text{C}$ ) and 50% RH. The maximum allowable ink saturation is 270%.
- b) **Drying Requirements:** Solvent, Eco-solvent and Mild-solvent inkjet prints require 24 - 48 hr. drying time - open to the air. Inks do not dry when printed media is rolled up. The prints must be dry prior to rolling up for shipment.
- c) **Transportation Conditions:**  
To allow for easy transportation, IMAGin Magic Cling should be loosely rolled up, with the image out, with a minimum diameter of 6 inches (15cm). Make sure the print is completely dry and protected in a plastic bag. During transportation or storage, avoid exposing them to extreme temperature and humidity changes.
  - *Values given are typical for unprocessed product and are not for use as specifications. Processing may change the values.*

**CALL 1-800-321-8834 for additional product information**

**IMPORTANT NOTICE:** The information given and the recommendations made herein are based on our research and are believed to be accurate, but no guarantee of their accuracy or completeness is made. In every case, user shall determine before using any product in full scale production, or in any way, whether such product is suitable for user's intended use for their particular purpose under their own operating conditions. User assumes all risk and liability whatsoever in connection with their use of any product. The products discussed herein are sold without any warranty as to merchantability or fitness for a particular purpose, or any other warranty, express or implied. No representative of ours has any authority to waive or change the foregoing provisions, and no statement or recommendation not contained herein shall have any force of effect unless in an agreement signed by the officers of seller and manufacturer. Nothing contained herein shall be construed to imply the nonexistence of any relevant patents or to constitute a permission, inducement or recommendation to practice any invention covered by any patent without authority from the owner of the patent. The following is made in lieu of all warranties, express or implied: Seller's and manufacturer's only obligation shall be to replace or credit such quantity of the product proved to be defective at its discretion.

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