



For Indigo Presses



TRANSILWRAP COMPANY, INC.

Product Information and Printing Guidelines for

DIGIDirect™ Media



For Indigo Presses. . . An exciting new breakthrough in coating technology, from the industry leader with more than 70 years of experience!



Combining Indigo innovation with Transilwrap material and expertise, DIGIDirect™ Coating Technology adds a whole new dimension to high speed digital color printing.

Of major importance is the way **DIGIDirect™** coating has been formulated: the double coating system uses a proprietary "tie" layer between the substrate and ink-receptive coating for coating consistency and permanent ink adhesion. Transilwrap's elastomer layer coating allows substrates to "stretch" without hardening over time, thus increasing the longevity of the material. Without degrading solvents, **DIGIDirect™** coating won't crystallize, which can decrease the substrate's flexibility and adhesion of inks. The printable top layer, combined with the special tie layer to keep ink and coating anchored to the substrate, provides extra assurance that Transilwrap's **DIGIDirect™** Coating Technology outwears and outprints other competitors' products. It's made to **last**.

Benefits:

- Has virtually no shelf life. **DIGIDirect™** coating will outlast the base material.
- **DIGIDirect™** coating is much clearer than the competition's – a key factor when printing on clear substrates.
- **DIGIDirect™** coating is water based and environmentally friendly, with no harsh smells and no handling concerns.

Thermal Lamination

Unlike some solvent or oil-based coatings, Transilwrap's **DIGIDirect™** Indigo coating actually **promotes** bonding to thermal laminating films! This means you can protect your graphics, add longer life to your loyalty cards, or enhance the overall appearance of your piece using matte or gloss TransKote® Thermal Laminating Films.

DIGIKote® Digital Laminating Film will provide the best bond; however, Trans-Kote® PET/MR Laminating Film or other less expensive films may also provide the protection or "look" you need.





Materials Currently Available

All especially formulated for Indigo™ printing

Trans-Cling™ Low Tack Vinyl

Available in 4 mil white and clear, this one-side coated vinyl film with a low tack pressure sensitive adhesive is perfect for use on smooth surfaces. With good weatherability and a wide tolerance to temperatures, the material is ideal for indoor/outdoor signage, window decals, POP decals, and freezer/cooler POP signage.

Polyester Sheet

Available in 5 mil clear, for a multitude of uses. Extremely durable, this one-side coated material has roughly a one-year weatherability and is ideal for graphics, packaging, electrical and industrial applications. Dimensionally stable with anti-curl properties, the material can be folded, sheeted, die-cut, grommeted, glued and sewn. This polyester also provides excellent chemical and abrasion resistance, as well as temperature resistance.

MXM® Synthetic Paper

Available in one-side coated 8 mil white, MXM® Synthetic Paper is a terrific alternative to paper. Extremely durable, this mineral filled polypropylene has the same feel and texture as offset paper, but with the tear, water and chemical resistance of plastic. Easily printable and environmentally friendly, MXM® won't discolor with exposure and is resistant to tears, oil, grease and chemicals. It is ideal for a variety of applications, including maps, calendars, tags, posters, signage, game boards, decals, POP displays, and banners.

Polycarbonate

Available in 10 mil velvet finish one-side and polish coated finish on the reverse side, this polycarbonate is untipped. (Transilprint® – tipped – is available upon request by custom quote.) Printable on the polish (coated) side, the material is ideal for a variety of applications, including outdoor and backlit signage, graphic displays, and short print run items such as drive-through food window menu boards. This material has high temperature stability, excellent impact strength and can be easily fabricated, vacuum formed, die-cut, embossed and slit using conventional equipment.

Teslin® Digital 1000

Available in sheets and rolls in 10 mil white, coated two sides, this versatile material from PPG is a synthetic, white opaque, micro-porous waterproof material that has the toughness of plastic but feels like paper. Easily printed, with excellent chemical and abrasion resistance. Can be folded, sheeted, die-cut, grommeted, glued and sewn. Excellent for use in maps, charts, books, menus, laminated cards and other laminated applications.

Teslin® Digital 1000 has been certified on the Indigo E-Print 1000+/Turbostream/e-print Pro+ and has qualified at Q level 1A, the highest qualification, for the Xeikon DCP50D, DCP32UP, DCP320D, DCP500D and DCP320X engines.

Transalloy® HT Card Multi-Polymer Alloy

Available 10 mil in matte/white and printable one or two sides, this material is ideal for a variety of card uses, including I.D., gift, loyalty, POP, table tent, and other rigid applications. Thoroughly researched and proven to be a winner in today's card and POP markets this Transilwrap-owned, proprietary material is manufactured for durability and tear resistance, and has exceptional printability.

DuPont Tyvek® Spunbonded Olefin

Made from high-density polyethylene fibers, this material combines the properties of paper, film and cloth. DuPont Tyvek® Spunbonded Olefin has excellent tear strength, durability, and water resistance.

The Printing Applications Laboratory at the Rochester Institute of Technology (RIT) has certified DuPont Tyvek® Graphics styles for use within the Indigo Omnius® WebStream™, a web-fed digital color press. This certification applies to the following Tyvek® styles: 1056D, 8740D, 1073D, 1079, 1085D, 4182DL. Other Tyvek® styles within the thickness range of 6 to 10 mils are also compatible with the Omnius® WebStream™. In addition, these styles are corona and antistat treated.

Tyvek®, in sheet form, (especially heavier gauges), can be printed on an HP/Indigo press by experienced operators. Please test first prior to actual print run. Heavy ink coverage or detailed artwork may require a coated product, which is available by custom order.

*Transilwrap Company, Inc., a leader in plastics manufacturing and distribution for more than 70 years, can offer a wealth of information and support for your next project. Call our Technical Support Team or our Customer Service Department to talk to the experts about your film needs and in particular, our **DIGIDirect™ Coating Technology**, and how it can enhance your projects. Call us at **1-800-321-8544 in the USA or 1-800-268-4108 in Canada, or contact us via this web site!***

PLEASE TEST FIRST!!! As with all printable plastics, we recommend testing of our material for your application and press prior to production runs. There is a wide variety of HP/Indigo machines and models in use in the marketplace today. In general, the lesser-heat machines that are able to handle four colors in one single pass are best suited for printing on plastics. Even with models, some printers have additional modifications for internal heat or external feeding apparatus. Test first on the machine you plan to use when producing the actual job, with the operator you plan to use.

Teslin® and Tyvek® are the registered trademarks of their respective owners.

