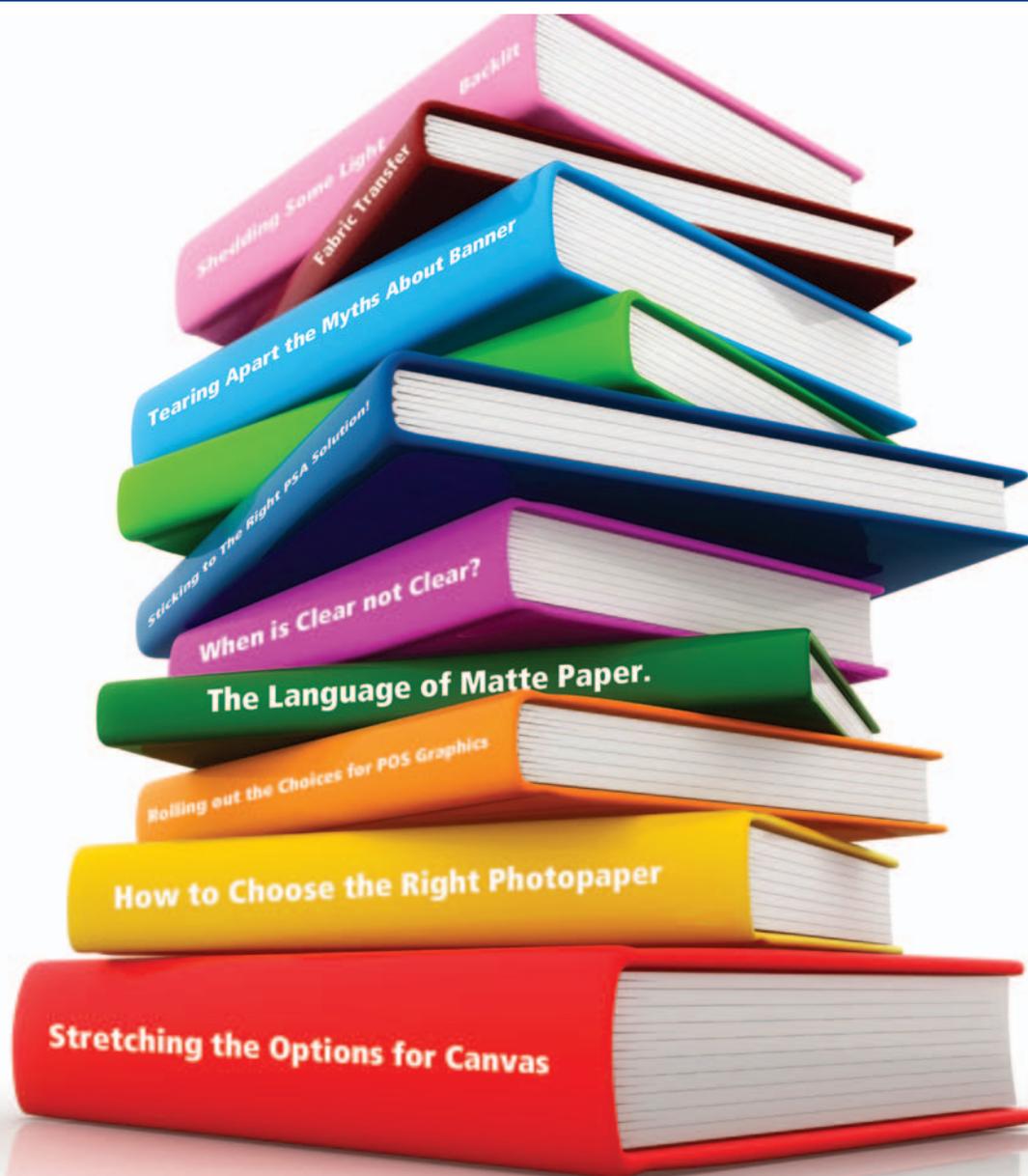




# The **COMPLETE** SiHL Aqueous Media Guide



Let Class **BEGIN.**



From Photopaper to Canvas...

**HOW TO CHOOSE** Just Got Simpler!

### About Sihl Digital Imaging

Sihl is a leading manufacturer of digital print media for display graphics, photo and art reproduction, point-of-sale advertising, CAD, office and at-home printing.

Sihl's expansive portfolio of digital imaging media includes: photo papers, FSC certified, 100% recycled, pressure sensitive block-out and presentation matte papers, clear, white and backlit films, semi rigid film for pop-up and roll up displays, canvas, scrim banner, pressure sensitive vinyl, adhesive backed papers and films, and fabrics transfer papers.

Sihl is a part of the Diatec Group of companies. Headquartered in Cles, Italy, Sihl has manufacturing sites in the USA, Germany, France, Italy and Switzerland. Diatec is a manufacturing Group, linked by coating films, papers and specialty substrates as our source of value addition...

We are "THE COATING COMPANY".

### How to Buy Sihl Products

For Sihl Digital Imaging product information, please call 1-800-366-7393 or visit our website [www.sihlusa.com](http://www.sihlusa.com) where you can find more product information, and an authorized Sihl reseller near you.

### About Our Group

The foundation stone was laid in Milan, Italy by Diego Mosna when he founded Diatec in 1970. Today we are an internationally active group of companies that focus on refining paper and films and specializes in superior technical applications.

Continual product development and increasingly short life cycles necessitate not only state-of-the-art production facilities but also a high level of technical know-how and skill combined with a business instinct and the ability to put ideas into practice.

The Diatec Group strives to be a partner to its customers: along with day-to-day business, we identify and implement new market trends and enable our customers to take advantage of these trends as quickly as possible.

## Locations

### Arkwright Production Site

Rhode Island, USA



### Diatec Cles S.p.A.

Cles, Italy



### Sihl AG Production Site

Bern, Switzerland



### Diatex S.p.A.

Cles and Arborio, Italy



### Sihl GmbH Production Site

Duren, Germany



### Diatechnologies s.a.s.

Châteauroux, France



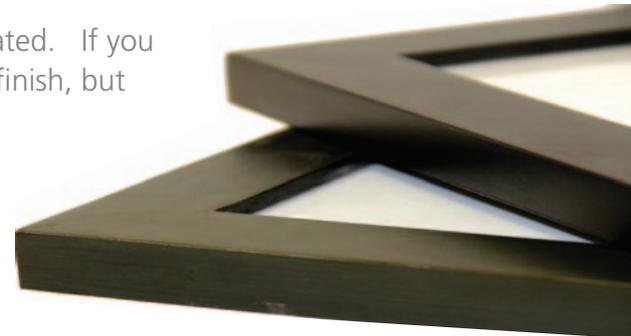
# How to Choose the Right Photo Paper

Sihl breaks down the top photo applications and the right media to match.

Choosing the right photo paper can be as simple as it can be complicated. If you go by the numbers, you could differentiate the products by caliper or finish, but that doesn't really help you choose the right paper, does it?

Sihl manufactures a full portfolio of photo papers for every application that feature wide color gamut, accurate skin tones, rich blacks and fast drytimes.

Locate the application below that best describes what you are trying to make and you will find Sihl's recommendation for the right media to match.



## BEST FOR EVERYDAY POSTERS

**3620** Maranello™  
Satin Photo Paper - 8 mil



» Looking for an everyday photopaper that offers excellent print quality and easy handling for post production processing?

**Top Pick** » **3620** Maranello™ is a universal instant dry, satin photo paper. The 8 mil thickness is designed to maximize printing and post production work. The microporous coating means your prints will be instantly dry and water resistant. The neutral base color provides the ideal starting point for advanced color work and accurate prints.

Also See:

» **3999** Maranello™ Gloss

## BEST FOR MOUNTING / PROTOTYPES

**3670** Imola™  
Pearl Photo Paper PSA - 9.5 mil



» If you want to create a poster adhered to a mounting board or other surface, why make the process more complicated than it has to be?

**Top Pick** » **3670** Imola™ PSA is an instant dry, 7 mil photo paper with a proprietary base paper and coating that allows for maximum flexibility without cracking - even for 90° folds in prototype applications. The specially formulated adjustable adhesive allows for easier application to a variety of mounting surfaces.

## BEST FOR FRAMING / GALLERY

**3944** Supersorb™  
Satin Photo Paper - 9 mil



» Perfect for framing or gallery quality prints, when everyday photopaper is too thin.

» **3944** Supersorb™ Satin is a 9 mil instant dry, satin photo paper designed to produce the brilliance of color and depth of detail required for gallery quality collections.

Also See:

» **0722** Quick Dry Lustre™

## BEST WITH DYE INK PRINTERS

**4518** CADPerfect™  
Satin Photo Paper - 7.5 mil



» If you still have a HP5000 / 5500 with dye ink or a new CAD printer with dye ink, most photo papers will print great initially, but turn "green" due to ozone exposure within a short period of time.

» **4518** CADPerfect™ Satin is a 7.5 mil satin photopaper designed to maintain color stability with dye ink. The unique coating design offers instant dry performance with a premium photo finish.

Also See:

» **4519** CADPerfect™ Gloss

Compatible printers include but are not limited to:  
HP 5000 / 5500  
HP 500, 1050, 4000  
HP T100, T1200, T1700  
Canon iPF 500 / 600 / 700 / 800

**BEST FOR  
PORTRAITS / WEDDING**

**0722** QuickDry™  
Lustre Photo Paper - 9.5 mil



» No matter what technology one uses to generate a wedding or portrait reprint, that “pebble” finish that makes prints sparkle, known in the industry as “lustre” or “e-surface” is still the preferred surface for photographers and their clients.

» **0722** QuickDry™ is a premium 9.5 mil, instant dry photo paper with a “lustre” finish reminiscent of traditional silver halide papers for wedding and portraiture. 0722 is also designed to produce the brilliance of color and depth of detail required for wedding memories and gallery quality collections.

**BEST FOR  
UNIVERSAL ECONOMY**

**3698** Imola™  
Pearl Photo Paper - 7 mil



» When pennies count, finding a lower cost paper that still has the color gamut, density and drytime of its more expensive cousins is not always easy.

» **3698** Imola™ is designed from top to bottom to offer an economical solution. It starts with a 7 mil flexible base paper a satin textured finish and an instant dry coating, all designed to maximize economy and production.

**BEST FOR  
MOST VIBRANT COLOR**

**0769** QuickDry™  
Super Gloss Photo Paper - 9.5 mil



» When you need maximum density and color pop, look no further than QuickDry™ Super Gloss.

» **0769** QuickDry™ Super Gloss is not your average photo paper. The super gloss coating doesn't just offer higher gloss levels, it also delivers outstanding color pop, rich blacks and jaw dropping sharpness.

**DID YOU KNOW?** Helpful Hints from Sihl...

**Sihl Imola™ Latex Photo Papers are designed to deliver the same pearl finish, as well as the same great print and post production processing as the aqueous Imola Photo Papers™.**

The proprietary microporous coating developed for the Imola latex family of papers offers excellent photo quality results without shrinking, cracking, or blistering from the curing temperatures of the HP Latex printer series.

**Microporous photopaper printed with dye ink or a combination of dye and pigment (used in many CAD printers) will fade or discolor, if not laminated, due to ozone exposure.**

Sihl CADPerfect™ papers are specially designed to eliminate this color shift so you can make long lasting prints without lamination.

**Acid Free and pH neutrality are often misconstrued to indicate archivability or print longevity.**

For inkjet printed photos, archivability and print longevity are a function of ink and many environmental factors including temperature, humidity, incidence of UV light, airborne pollutants and others.

To best ensure the long life of your prints, store or display them out of direct sunlight or behind glass.

# Rolling out the Choices for POS Graphics

See why this demanding application requires a calculated approach

Choosing the right point of sale, retractable, pop-up, or tradeshow display film is a complex equation balancing durability and cost. A low cost graphic that looks great but tears too easily is no more successful than an indestructible graphic that only needs to last for one event. The choices can be overwhelming. That is where Sihl comes in...



<p><b>Polyester Film</b> The top choice for durable banners and POS signage because of its tear resistance and layflat qualities.</p>	<p><b>Polypropylene</b> The economical choice for short term banners and POS signage because of its lower tear resistance and durability.</p>
<p><b>Polyester Fabric</b> A unique look and feel, fabric offers soft hand, "drape" with good tear resistance and layflat.</p>	<p><b>Tri-Lam</b> A new economical choice only from Sihl. The unique tri-lam construction offers a good balance between cost and durability.</p>

**BEST FOR ROLLUP BANNERS / POS WITHOUT "SHINE THRU" (POLYESTER)**

**3170** IJ SuperDry™ Gloss Roll-up Film - 7 mil

**BEST FOR ROLLUP BANNERS / POS (POLYESTER)**

**3171** SuperDry™ Gloss Roll-up Film - 5 mil

**BEST FOR DURABLE EXHIBIT GRAPHICS (VELCRO / MAGNETIC) WITHOUT "SHINE THRU" (POLYESTER)**

**3172** IJ SuperDry™ Gloss Roll-up Film - 10 mil



» Maximum durability, vivid color and universal compatibility for any POS application with "shine-through protection"

» For an economical alternative to 3170, we made the film a little thinner and removed the "shine-through" protection. Same durability and "color pop".

» Looking to pair a thick print film with a thick overlaminate to create an indestructible exhibit graphic?

**Top Pick**

» **3170** IJ SuperDry™ Roll-up is a 7 mil white polyester film with an instant dry glossy finish for outstanding "color pop" and a grayback for 100% light blockout. The durable construction is engineered to withstand repeated rolling in portable display units without tearing or edge fraying. 3170 can be paired with either low-melt or pressure sensitive overlaminate for additional protection and thickness or used un laminated.

» **3171** SuperDry™ Roll-up is a 5 mil white polyester film with the same instant dry glossy finish as 3170. This thinner version is designed for more economical projects where light blockout is not required. 3171 can be paired with either low-melt or pressure sensitive overlaminate for additional protection and thickness or used un laminated.

» **3172** IJ SuperDry™ Roll-up is a 10 mil white polyester film with an instant dry glossy finish for outstanding "color pop" and a grayback for 100% light blockout. The durable 10 mil polyester construction is intended to pair with 10 or 15 mil overlaminates to create an indestructible tradeshow panel engineered to withstand repeated rolling and unrolling without tearing or edge fraying. 3172 is the ideal media for tradeshow, retail and other point-of-purchase displays.

**BEST FOR  
ROLLUP BANNERS  
(TEAR RESISTANT TRI-LAM)**

**3674** Mirano™ Satin  
POS Rollup Tri-Lam - 9 mil



» Looking for a roll-up material that prints like paper but is durable and tear resistant like film? This is it.

**BEST FOR  
FIRE RETARDANCY  
OR SOFT HAND  
(POLYESTER FABRIC)**

**3502** Expo™ Matte  
Fire Retardant Banner - 12 mil



» Fabric offers soft hand and pleasing drape with good tear resistance and layflat qualities

» **3502** Expo Banner™ is a 12 mil, flame retardant (M1 certified), ultra durable, water-resistant banner. The M1 certification is the best in class certification for flame spread and a common requirement for tradeshow and other installations. Expo Banner™ has a bright white, outdoor durable coating and a flexible, tear resistant base, making it ideal for applications ranging from rollup displays to outdoor banners.

**BEST FOR  
VALUE BANNERS  
(POLYPROPYLENE)**

**3900** SyntiTec™ Matte  
Polypropylene - 6 mil



» Not every banner needs to withstand repeated rolling and unrolling. Need a retractable or hanging banner for short term use? This is it.

» **3900** SyntiTec™ is a premium, high performing polypropylene film with a 6 mil thick base and a bright white, outdoor durable, matte print surface for universal compatibility. 3900 also features anti-curl coating technology to minimize curl pre and post application.

**BEST FOR  
DYE INK PRINTERS**

**3174** Classic™ Gloss  
Display Film - 4 mil



» If you still have an older printer with dye ink or a new CAD printer with dye and pigment black, or just prefer the "pop" of dye ink, we've got you covered!

» **3174** Classic™ Film is a 4 mil, high-gloss, durable polyester film with unsurpassed imaging performance. Unlike microporous display films, Classic™ Film can be printed with dye ink and left un-laminated, without fear of color shift due to ozone exposure. For increased durability, 3174 can be overlaminated with pressure sensitive or low melt overlaminate for an ultra durable rollup display.

**New Product**

» **3674** Mirano™ is a 9 mil Tri-lam which utilizes a proprietary construction to provide excellent tear resistance, opacity and stiffness without long term cupping, or warping. The "low glare" coating provides instant drytimes with "plug and play" printing when selecting standard "photo-paper" mode on most printers. 3674 is an economical alternative to polyester for short term tradeshow graphics.

**DID YOU KNOW?**

Helpful Hints from Sihl...

**MATCHING PRINT FILMS AND OVERLAMINATES**

Matching similar thickness and material types of print films, overlaminates and backers is the best way to create an ultra durable "sandwich" for your graphics. For example, 6 mil printable polyester and 15 mil polycarbonate overlaminate is not a good solution. The rigid polycarbonate will ultimately delaminate from the polyester face film and the most inopportune time.

For backwall displays (>20mil) start with a 9-12 mil film pair it with a 10-15 mil laminate.

\*For retractable displays (<12 mil) start with a 4-9 mil film and pair it with a flexible overlaminate <5 mil thick.

\* if using an overlaminate

**APPLYING VELCO STRIPS OR MAGNETIC TAPE**

Before you apply full 1" velcro strips to every edge of your tradeshow graphic, remember your graphics will likely be rolled and stored for an extended period of time. By applying velcro in 1/2" strips and slitting the pieces every 12"-24" to align with the diameter of the roll you can prevent the velcro from buckling during extended storage which will ultimately help prevent delamination and extend the life of your graphics.

Or follow this simple mantra...  
Don't overuse velcro.

**HOW TO ROLL TRADESHOW GRAPHICS**

Since tradeshow graphics go through a tremendous amount of stress from rolling and unrolling, everything that can be done to minimize this stress can help prevent delamination and extend the life of your graphics.

For shipping and storing:  
Roll laminated graphics image side out (this refers to the side on which the ink is printed) no smaller than a 9" radius. If possible, store flat for longer storage periods. If velcro is applied to the backside, place a slip sheet or protective paper next to the velcro to prevent it from scratching your finished surface.

# When is Clear not Clear?

## How to choose the right clear film

Choosing the right clear film is a simple game of A,B or C.

**A = Clarity**

**B = Print density**

**C = Both**

Once you have determined which characteristic is most important to you, simply match the compatibility with your printer.



Simple right?

Don't worry if you are still confused? We'll help you through it.

### DID YOU KNOW?

Helpful Hints from Sihl...

#### WHAT IS A WET INSTALL?

A "wet" install refers to a method of applying adhesive products that uses an application fluid, a squeegee and a little patience. The result is a much cleaner and clearer install in the end (but it does require some experience). ClearSTICK features a unique waterbased adhesive that becomes cloudy for the first 24-48 hours after "wet" install, yet dries optically clear. For detailed installation instructions, visit [www.sihlusa.com](http://www.sihlusa.com)

#### BEST FOR CLEAR GRAPHICS (HIGH INK LOAD)

**3148** Absolute™ Gloss  
Clear Film with Interleaf - 4 mil

#### BEST FOR OVERLAYS (LOWER INK LOAD)

**3162** Vision™ Gloss  
Clear Film with Side Stripe - 4 mil

#### BEST FOR WINDOW GRAPHICS

**3166** ClearSTICK™ Gloss  
Clear Film with Adhesive - 2 mil

#### BEST FOR HIGH DENSITY NEGATIVES OR POSITIVES

**3160** Spirit™ Gloss  
Screen Positive Film - 5 mil



» Tired of clear films that don't dry or aren't really clear?



» Looking for a clear film for plate separations, overlays or other applications that require clarity but less than 200% inkload?



» Tired of window films that are hard to apply, or are more frosted than clear?



» Looking for a screen positive or negative film with a low Dmin (haze) and a high Dmax (k density) and instant dry? 3160 Spirit™ Screen Positive delivers.

### New product

» **3148** Absolute™ Clear Film with Interleaf is the clearest inkjet film available today. This 4 mil film features extremely fast drytimes, and high inkload capacity without sacrificing true optical clarity. 3148 also features an acid free interleaf paper to prevent scratching as the film feeds through any printer. The interleaf paper provides universal compatibility with printers utilizing media sensing systems and provides needed contrast for print viewing prior to application. 3148 is designed for film separations, window graphics, package prototyping and other applications requiring optical clarity.

### Top Pick

» **3162** Vision™ Clear Film with Side Stripe is a 4 mil, universally compatible clear polyester film with removable side stripes. The side stripe enables compatibility with HP and other brand printers that search for the media edge before printing. The universal coating is designed to provide good print performance and still maintain the clarity of the film.

### Top Pick New product

» **3166** ClearSTICK™ is a 2 mil clear polyester film with an unmatched optically clear inkjet coating on the image side. On the reverse side, 3166 features an optically clear, repositionable adhesive with a polyester release liner that provides universal compatibility with printers utilizing media sensing systems and provides needed contrast for print viewing prior to application. Sihl 3166 is ideal for interior application to virtually any surface. Can be installed "wet" or dry.

» Visit [www.sihlusa.com](http://www.sihlusa.com) for step by step installation instructions

» **3160** Spirit™ Screen Positive is a 5 mil, dimensionally stable polyester film, featuring a low UV Dmin in a high UV Dmax. 3160 uses a unique microporous coating designed specifically for use in creating screen positives and negatives with dye or pigment aqueous ink jet printers.

# Shedding Some Light on Backlit

What really matters when comparing backlit films?

Choosing the right backlit film can be tricky. Let's be honest. The most important aspects when choosing a backlit film are density, density, and density. Regardless of whether your graphic is going inside or outside, whether it is large or small, mounting to plexi-glas or "sandwiching" between two layers, you want your blacks to be dark, your colors vibrant and your graphic flat.

Sihl will show you how.



## DID YOU KNOW?

Helpful Hints from Sihl...

### WHAT IS EASYTACK™?

The proprietary low tack self-adhesive and liner combination, applied to the backside of a variety of Sihl film products, allows for easy, 100% bubble-free application and residue-free removal on glass surfaces.

### BEST FOR INDOOR BACKLIT DISPLAYS

**3179** VivaLux™  
Matte Backlit Film 8.5 mil



» Quite simply the best universal aqueous backlit film on the market today. This film offers everything you want and nothing you don't.

### BEST FOR OUTDOOR BACKLIT DISPLAYS

**3181** Outdoor  
Matte Backlit Film - 5.5 mil



» Long term outdoor durability with aqueous inks is not something you can achieve with an overlaminate and an edge sealer. So if you want the speed and quality of aqueous printers with the durability of solvent..Sihl has you covered

» **3181** Outdoor Backlit Film is a 5 mil, instant dry, front-print, polyester backlit film designed for outdoor durable displays. The special inkjet coating provides superior water resistance, scratch resistance and fade resistance without sacrificing print quality and drytime. 3181 is also OBA free, so the background color will not fade over time.

### BEST FOR WINDOW GRAPHICS (EASY ON AND OFF)

**3989** WindowGraphx™  
Matte Film with EasyTack™ - 8 mil



» Print...Install...Remove. Short term window films need be easy to print, easy to install, and easy to remove.

» **3989** WindowGraphx™ is a short-term outdoor durable backlit film designed specifically for window applications. The proprietary low tack self-adhesive on the backside allows for easy, 100% bubble-free application and residue-free removal on glass surfaces.

### BEST FOR DYE INKJET PRINTERS

**3903** Backlit Film Gloss  
with EasyTack™ - 7 mil



» If you still have an older printer with dye ink because you know that dye ink still has the best color saturation for backlit displays, this is the right film for you.

» **3903** Backlit Film is a 7 mil, front-print polyester backlit film with a proprietary low tack self-adhesive. The special low-tack glue allows an easy, 100% bubble-free application and residue-free removal on glass and other flat surfaces. 3903 is designed specifically for compatibility with dye ink printers for indoor window applications or short term outdoor with the protection of an overlaminate and edge sealant.

Top Pick  
New Product

» **3179** VivaLux™ is a 8.5 mil, instant dry, front-print, polyester backlit film that can be displayed with either daylight or backlight. The super absorbent matte inkjet coating provides instant drytimes and ultra wide color gamut with "plug and play" printing when selecting standard "backlit film" mode on most printers.

# Sticking to the Right PSA Solution!

How to avoid a sticky mess by choosing the right adhesive media.

Choosing the right PSA solution requires only two pieces of information. What are the properties of the mounting surface and how long do you want it to stay there?

OK, there's a little more to it than that!

Here are some basic facts to help figure out the difference between the base material choices.

**Paper** certainly does not have the flexibility, tear resistance or durability of vinyl, but it also won't shrink over time and is easier to apply. Sihl Imola™ PSA, features a premium instant dry coating, low glare finish, and an adjustable adhesive, perfect for posters or prototypes.

**Polyester** is dimensionally stable so it won't tear or shrink. In the case of 3166 ClearSTICK™, it can also be extremely clear.

**Vinyl** is soft and flexible, won't tear easily and is extremely durable. However, vinyl shrinks over time. This is especially a problem when printing edge to edge.

**Polypropylene** is a good balance between cost and durability. It has better tear resistance and durability than paper, but is certainly not tearproof. Polypro, like paper, won't shrink over time and is offered by Sihl both with an EasyTACK™ adhesive (Easy on...Easy off) and a permanent adhesive.

## BEST FOR ROUGH / TEXTURED SURFACE (VINYL) OUTDOOR

**3988** Classic Matte  
Vinyl PSA - 6 mil



- » Rough textured walls
- » Coroplast, or other ridged board surfaces

## BEST FOR MEDIUM / TEXTURED SURFACE (VINYL) OUTDOOR

**3175** Tornado™ Matte  
Outdoor Adhesive Vinyl - 6 mil



- » Medium textured walls
- » Sintra, plywood or other "smooth" board surfaces

## BEST FOR CLEAR SURFACE INDOOR REMOVABLE

**3166** ClearSTICK™ Gloss  
Clear Film with Adhesive - 2 mil



- » Windows or glass
- » Clear or other smooth surfaces
- » Tired of window films that are hard to apply, or are more frosted than clear?

## BEST FOR SMOOTH SURFACE REMOVABLE WALL GRAPHICS (POLYPRO)

**3539** SyntiTec™ Matte  
Polypro with Easy Tack™ - 9 mil



- » Smooth surfaces (glass or smooth walls)  
Stick it and unstick it!
- » **3539** SyntiTec™ PP is not your average bright white, matte coated, polypropylene. What makes 3539 unique is its proprietary low tack self-adhesive. The special low-tack glue allows an easy, 100% bubble-free application and residue-free removal on glass and other smooth flat surfaces.

- » For surfaces including walls and boards with raised structure, test prior to final application.

### Top Pick

» **3988** Classic™ Vinyl is a premium, outdoor-durable, calendared vinyl for long lasting applications. The bright white inkjet coating provides universal compatibility on the most common dye and pigment ink printers. It also provides water and fade resistance for long term outdoor use. The permanent solvent adhesive is ideal for strong, lasting adhesion to flat and uneven surfaces.

» **3175** Tornado™ is a premium, outdoor-durable, calendared vinyl offering unparalleled outdoor durability and fade resistance with aqueous inkjet printers. The permanent acrylic adhesive is best used for flat surfaces. The matte, outdoor durable coating produces vivid color graphics, ideal for the most extreme applications.

### Top Pick New product

» **3166** ClearSTICK™ is a 2 mil clear polyester film with an unmatched optically clear inkjet coating on the image side. On the reverse side, 3166 features an optically clear, repositionable adhesive with an opaque, white polyester release liner. Sihl 3166 is ideal for interior application to virtually any surface.

» Visit [www.sihlusa.com](http://www.sihlusa.com) for step by step installation instructions

**BEST FOR  
PACKAGE PROTOTYPES  
(90° TURNS)**

**3670** Imola™ Pearl  
Photopaper PSA - 7 mil



» If you want to create a poster adhered to a mounting board, or a packaging prototype why make the process more complicated than it has to be?

**Top Pick** » **3670** Imola™ PSA is an instant dry, 7 mil photo paper with a proprietary base paper and coating that allows for maximum flexibility without cracking - even for 90° folds in prototype applications. The specially formulated adjustable adhesive allows for easier application to a variety of mounting surfaces.

**BEST FOR  
WINDOW GRAPHICS  
(EASY ON AND OFF)**

**3989** WindowGraphx™  
Matte Film with EasyTack™ - 8 mil



» Print, install, remove. Short term window films need be easy to print, easy to install, and easy to remove.

» **3989** WindowGraphx™ Film is a short-term outdoor durable backlit film designed specifically for window applications. The proprietary low tack self-adhesive on the backside allows for easy, 100% bubble-free application and residue-free removal on glass surfaces. 3989 can also be contour cut for unique shapes and letters.

**BEST FOR  
SHORT TERM OUTDOOR  
SMOOTH SURFACE  
(POLYPRO)**

**3972** SyntiTec™ Matte  
Polypro with Adhesive™ - 5 mil



» Permanent adhesive for long term indoor displays or an aggressive bond for short-term outdoor displays.

» **3972** SyntiTec™ with PSA is a 5 mil, outdoor durable polypropylene film with a permanent acrylic adhesive. The permanent adhesive provides a strong, long-term bond for most applications. The durable matte coating provides universal compatibility with most aqueous inkjet printers.

**BEST FOR  
INDOOR PERMANENT  
(VINYL)**

**3635** Standard Matte  
Vinyl PSA™ - 6 mil



» The flexibility, application and durability of vinyl are still unmatched. Standard™ Vinyl is one of the best!

» **3635** Standard™ Vinyl is a flexible, 6 mil calendared vinyl with a permanent acrylic adhesive and a durable matte coating. The permanent acrylic adhesive provides a strong, long-term bond for most indoor applications. The durable matte coating provides universal compatibility on the most common aqueous inkjet printers.

## DID YOU KNOW?

Helpful Hints from Sihl...

### PERMANENT VS REMOVABLE

We're often asked what the difference is between permanent and removable adhesive. Permanent adhesives will generally activate on contact, making second chances for installation rather difficult. They also form a lasting bond, which means there is usually residue to remember them by if attempting to remove them. Removable adhesives are designed to come off with relative ease even after extended contact. And generally they remove with little or no residue remaining on the mounting surface. However, the longer a "removable adhesive" is left in place, the stronger the bond becomes. In other words, all removable adhesives eventually become permanent.

### SOLVENT VS AQUEOUS

Solvent adhesive products tend to be more expensive, as the manufacturing of solvent based adhesives requires more stringent safety controls, yet solvent adhesives offer a more outdoor durable solution as the strength of their adhesive bond is not weakened by exposure to moisture. Solvent adhesives are really only required for long term outdoor applications (>5 years) such as vehicle wraps. For a life expectancy less than 3 years, either solvent or aqueous adhesives will do just fine.

### DO I HAVE A SMOOTH SURFACE OR A TEXTURED SURFACE?

When graphic installers talk about smooth surfaces, they are usually talking about windows or mounting boards. Most walls have some texture from either the drywall, paint, or plaster. Low-tack adhesives (like Sihl EasyTack™) are designed for smooth surfaces. A textured surface does not provide enough surface area for the low-tack adhesive to grip and maintain its adhesion. For these surfaces, select any of our permanent or removable adhesive products.

You can always test the surface first. Cut a small piece of Sihl EasyTack™ film. After cleaning the wall surface with isopropyl alcohol, apply a small film sample with firm pressure. Check back 24 hours later to see if the edges have released from the wall or worse, the graphic has released entirely. If so, select a product with a more aggressive adhesive.

# Tearing Apart the Myths About Banner

## How to focus on the facts

When choosing the right banner material, durability and finishing are at the top of the list. For banner applications using aqueous inkjet, traditional scrim banner is still the most durable and most common. But don't ignore choices that offer fire retardancy, environmentally friendly characteristics and economical alternatives if your banner is short term or for indoor use only.



### BEST FOR LONG TERM INDOOR / OUTDOOR (SCRIM BLOCKOUT)

**3960** Scrim Banner  
Matte Blockout - 15 mil



» Durable, dependable, water resistant banner for all applications. The backside blockout layer is perfect to block either sunlight from "washing-out" the color when displayed outside or to block spot lighting when displayed indoor banners.

» **3960** Scrim Banner is a premium, opaque (Blockout), PVC banner. The embedded tear-resistant and flame retardant (B1) polyester fabric layer provides strength and durability. The ultra durable, water-resistant coating, provides a bright white, smooth surface for maximum print performance.

### BEST FOR LONG TERM INDOOR / OUTDOOR (SCRIM)

**3604** SMART™ Banner  
Matte Scrim Banner - 15 mil



» For all those applications that require durable water resistant banner with *near* blockout characteristics. This is it!

#### Top Pick

» **3604** SMART™ Banner is an economical alternative to 3960 Banner. 3604 SMART™ PVC banner features 99% opacity and an embedded tear-resistant, polyester fabric layer for strength. 3604 features an ultra durable, water-resistant coating, and a bright white, smooth surface for maximum print performance.

### BEST FOR FIRE RETARDANT

**3502** Expo™ Banner Matte  
Fire Retardant Banner - 12 mil



» Fabric offers soft hand and pleasing drape with good tear resistance and layflat qualities

» **3502** Expo Banner™ is a 12 mil, flame retardant (M1 certified), ultra durable, water-resistant banner. The M1 certification is the best in class certification for flame spread and a common requirement for tradeshows and other installations. Expo Banner™ has a bright white, outdoor durable coating and a flexible, tear resistant base, making it ideal for applications ranging from rollup displays to outdoor banners.

### BEST FOR ECONOMICAL INDOOR / OUTDOOR (PP)

**3900** SyntiTec™ Banner  
Matte Polypropylene - 6 mil



» Not every banner needs to withstand repeated rolling and unrolling. Need a retractable or hanging banner for short term use? This is it..

» **3900** SyntiTec™ is a premium, high performing film in a category of economy. SyntiTec™ features a 6 mil thick base and a bright white, outdoor durable, matte print surface for universal compatibility. SyntiTec™ also features anti-curl coating technology to minimize curl pre and post application.

# Stretching the Options for Canvas

See how subtle differences can make a big difference to your final print.

Choosing the right canvas actually starts with how and whether you are going to finish your print.

**Q: ARE YOU GOING TO STRETCH YOUR CANVAS?**

**A:** 2:1 canvas is best for stretching as it is more flexible and won't crack on the corners.



**Q: ARE YOU GOING TO APPLY AN OVERCOAT?**

**A:** You can transform a matte canvas into a gloss canvas or vice versa with the application of a liquid overcoat.

## DID YOU KNOW?

### THE TRUTH ABOUT OPTICAL BRIGHTENER (OBA's)

There are more myths than truths floating around the industry about optical brighteners and their impact on archivability. OBA's are not inherently bad. And the presence or lack of OBA's does not inherently make something archival or not. OBA's do create the appearance of higher whiteness and richer printed colors. If unprotected, this will dissipate (fade) over a long period of time. In the case of canvas, the "faded" result will be similar to the original color of the base canvas. If you plan to use a liquid overcoat, this will protect the enhanced whiteness and significantly minimize the fading over time.

### BEST FOR COLOR GAMUT AND BLACK DENSITY

**3185** Illumina™  
Semi Gloss Canvas - 19 mil



» Quite simply the best inkjet printable canvas on the market today. Premium print performance and 180° folding without edge cracking. "Gallery Wrap Canvas"

### BEST FOR ECONOMICAL PRINTS

**3579** Decor Brilliant™  
Matte Canvas - 15 mil



» For price conscious projects, matte canvas that offers good quality print performance mixed with soft hand and even texture.

### BEST FOR ARCHIVAL MATTE (NO OPTICAL BRIGHTENER)

**3857** Artistic™  
Matte Canvas - 21 mil



» For installations that require archival properties, "OBA Free" coatings offer stable whitepoints for extended periods (read about OBAs and archiveability in our facts section.

### BEST FOR EVERYDAY CANVAS PRINTS

**3184** Irradia™  
Matte Canvas - 17 mil



» An everyday canvas should be economical and offer good characteristics for print production and post process finishing.

**Top Pick  
New Product**

» **3185** Illumina™ Semi-Gloss is a premium canvas by every definition. With a 2:1 structure and a semi-gloss microporous coating, Illumina™ is the ideal canvas for the most demanding photographers, artists and print shops. Illumina™ works well with all leading brands of liquid coatings to help protect the image. It also has excellent flexibility so it can be stretched and folded without cracking.

**New Product** » **3579** Decor Brilliant™ is a 15 mil, bright white matte canvas with excellent print quality and color gamut designed for framed art or photo reproduction. Decor Brilliant uses a natural looking base that provides excellent opacity and strength and edge crack resistance from its unique ratio of polyester and cotton.

» **3857** Artistic™ Canvas is a 21 mil, premium, matte canvas optimized for stretching without cracking. Artistic™ Canvas is designed to provide excellent print quality, instant drytimes, and compatibility with all leading brands of liquid coatings to help protect the image and create the desired gloss level.

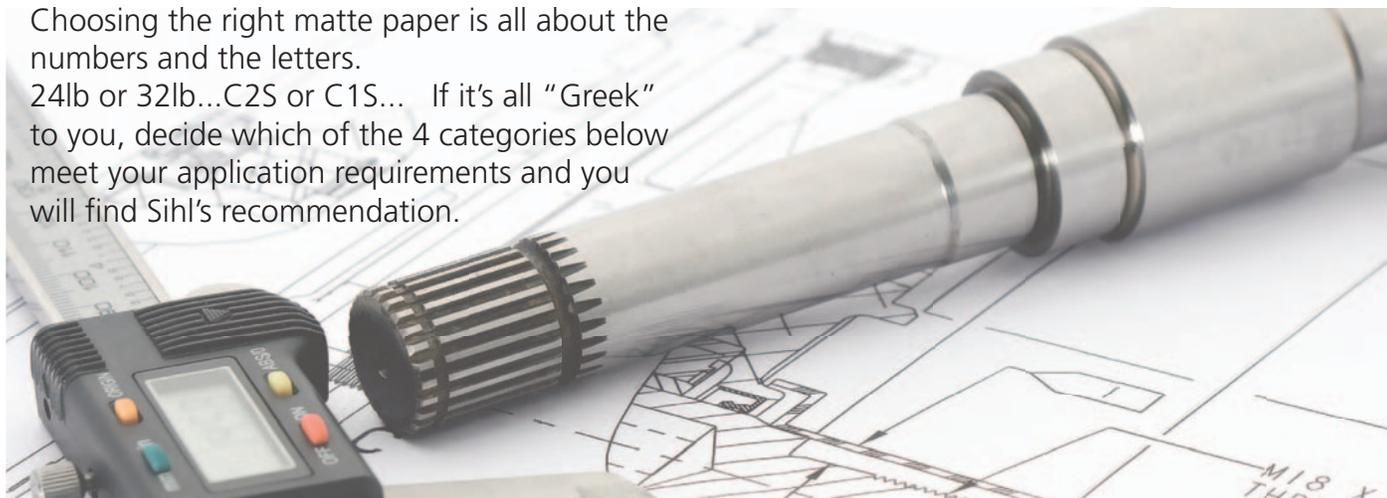
**New Product** » **3184** Irradia™ Matte is a 17 mil, everyday quality canvas. With a 1:1 structure and a universal matte coating, Irradia™ is universally compatible with dye and pigment ink. Irradia™ works well with all leading brands of liquid coatings to help protect the image and create the final gloss level.

# The Language of Matte Paper

Sihl helps translate the language of matte papers in to four easy choices.

Choosing the right matte paper is all about the numbers and the letters.

24lb or 32lb...C2S or C1S... If it's all "Greek" to you, decide which of the 4 categories below meet your application requirements and you will find Sihl's recommendation.



**BEST FOR  
EVERYDAY  
POSTERS / SIGNS**

**3143** ColorMAX™ 175  
Matte Paper - 7 mil



» Tired of matte papers that won't dry, cockle through to the backside or coalesce in high ink areas? Look no further. We call it MAX for a reason!

» **3143** ColorMAX™ 175 is a bright white, premium matte paper that can tackle your most demanding inkload, drytime and shadow detail requirements. The instant dry matte finish provides "plug and play" printing when selecting standard "coated paper" or "heavyweight coated paper" mode on most printers. 3143 is ideal for a variety of applications as an economical alternative to photopaper.

**BEST FOR  
HEAVYWEIGHT  
COATED PAPER**

**3335** TrueColor™ 180  
Matte Paper - 9 mil  
\*FSC Certified



» A heavy weight coated paper can be the right choice for many reasons including cost, weight, and finish. Why not also support the environment and choose it because it is "green".

**Top Pick** » **3335** TrueColor™ 180 is a bright white, matte paper. The instant dry matte finish provides "plug and play" printing when selecting standard "coated paper" or "Heavyweight coated paper" mode on most printers. 3335 is ideal for a variety of applications ranging from imposition proofing to low cost posters. The 99% opacity, minimizes show through when mounting to irregular or non-white surfaces.

» **3333** TrueColor™ 140

**BEST FOR  
"GREEN" MEDIA  
(RECYCLED CONTENT)**

**3302** IJ RecyColor™ 90  
Matte Paper - 5 mil  
\*100% recycled content



» A light weight coated paper made from environmentally sound choices, in this case made from 100% recycled content.

» **3302** IJ RecyColor™ 90 is 24 lb "Green" C1S matte paper. Starting with a 100% recycled content, post consumer waste paper, we add no optical brightener or chlorine in our coating process. The final results is a "natural" looking, fast dry, water resistant, universally compatible matte paper.

» **3303** IJ RecyColor™ 125  
Matte Paper

**BEST FOR  
PRINTABLE BOTH SIDES  
IMPOSITION PAPER**

**3150** Tucson™ 24lb  
Matte Paper - 4 mil



» Two side printable papers, also called C2S, are strictly defined by numbers. Basis weight, caliper, whiteness, brightness and roll length.

» **3150** Tucson™ 24lb is a C2S smooth, bright white presentation paper. The instant dry matte finish provides "plug and play" printing when selecting standard "coated paper" or "Heavyweight coated paper" mode on most printers. 3150 is ideal for a variety of applications ranging from imposition proofing to low cost posters.

Also See

» **3151** Tucson™ 32 lb

# Fabric Transfer Done Right.

How to make the perfect print and transfer every time.

Have you ever seen a customized t-shirt, bag or other garment and wondered how they were made? Short run customization would be too costly for silk screen, but T-Printz™ fabric transfer material from Sihl allows you to print, cut and transfer economically. Even in batches as small as one.

Before you heat up your iron or setup your heat press, make sure you have selected the right transfer material and you have read our step by step instructions.



## BEST FOR WHITE FABRIC

**4583** T-Printz™ Universal  
Light Fabric Transfer - 3.5 mil



» Easy to use printable fabric transfer for light fabrics

» **4583** T-Printz™ Universal Light Fabric Transfer is an inkjet printable fabric transfer specifically designed to be applied to light or white colored fabrics where the fabric color is required to show through. T-Printz™ Light should be reverse printed and then applied to the fabric using a heat press or home iron.

## BEST FOR DARK FABRIC

**4578** T-Printz™ Universal  
Dark Fabric Transfer - 4.2 mil



» Easy to use printable fabric transfer for dark fabrics

» **4578** T-Printz™ Universal Dark Fabric Transfer is an inkjet printable fabric transfer specifically designed for black or dark colored fabrics, in order to produce great color "pop" on white backgrounds, completely blocking the fabric color. T-Printz™ Dark should be printed forward facing and then applied to the fabric using a heat press or home iron.

## DID YOU KNOW?

Helpful Hints from Sihl...

### PRINTER CUT INSTRUCTIONS:

- To prevent the blade cutting all the way through the release liner, lower the pressure setting substantially from standard vinyl and complete a test cut procedure

### HEAT PRESS INSTRUCTIONS:

- 100% Cotton garments - 375°F / 20 sec
- For Poly/Cotton blends - 335°F / 15 sec
- Set heat-press pressure to firm or heavy

### WASH INSTRUCTIONS:

- For longest lasting results use delicate mode
- Turn garment inside out
- Tumble dry light or no heat

\* T-Printz Universal Dark is best for small weeded objects

Just because you **CAN** print on anything...  
Doesn't mean you **SHOULD**.



## Sihl Inkjet Media...

MORE CHOICES for EVERY PRINTER and EVERY APPLICATION  
SOLVENT / AQUEOUS / UV CURE / LATEX / "GREEN"

### How to Buy Sihl Products

For Sihl Digital Imaging product information, please call  
**1-800-366-7393** or visit our website **[www.sihlusa.com](http://www.sihlusa.com)**  
where you can find more product information, and an  
authorized Sihl reseller near you.

**sihl**  
DIGITAL IMAGING