NEENAH IMAGEMAX® SIGNAGE – PRODUCTION CONSIDERATIONS

NEENAH IMAGEMAX® SIGNAGE is a 100% paper-based alternative to styrene and is specifically designed to be compatible with all aspects of the styrene print production process. To ensure optimum performance, below is a list of recommended handling, printing, and converting processes for Imagemax Signage. We encourage testing on sample sheets (available in 24"x42" sheets at NO charge via our Customer Service department) prior to production to ensure the desired results are achieved.

HANDLING / STORAGE

- Product should remain in the original packaging material until ready for use
- Maintain storage and pressroom temperature of 70 - 75 degrees (F) and 40 - 55% relative humidity (RH)
- Product should be acclimated for a *minimum* of 24hrs in pressroom conditions prior to usage
- In the original packaging, skids may be stacked on top of one another
- For best results, keep unused product wrapped and stored as recommended above – exposure to wide fluctuations in temperature or humidity may adversely affect performance

PRINTING

For optimum results on NEENAH IMAGEMAX ® UV direct printing is recommended.
All NEENAH IMAGEMAX ® is double side printable. .020 and higher are equivalent to dead white styrene.

PREPRESS/ RIP

NEENAH IMAGEMAX ® prints very well on most OEM generic paper/poster profiles. For best results custom profiles for the specific RIP and printer are recommended, but not required. See our website for existing library of profiles. It is recommended that ICC profiles are created periodically, and Pantone libraries are updated for best color matching.

MATERIAL HANDLING

NEENAH IMAGEMAX ® is a 100% paper-based material, so it does not require any anti-static measures. Sheets can be pulled and directly printed on from acclimated skid. NEENAH IMAGEMAX ® is compatible with flatbed and hybrid UV/ gelUV printers and performs well with all auto loaders.

PRINTING

NEENAH IMAGEMAX ® prints exceptionally in all standard print modes. The natural bleed of the material allows for high speed printing with reduced visible banding when compared to plastic products. UV curing varies by printer, although 60% leading and trailing lamps are a recommended average curing point. Surface finish can be varied with reduced/ increased leading to trailing lamp percentages. As with all board materials the sheet must be securely vacuumed to the table/belt and any raised corners removed. Material should be gauged and set exact with the minimal head gap set for best printing results. 1-2mm typically. NEENAH IMAGEMAX ® does not hold static so incorporated anti-static settings should be turned off.

.010 Roll NEENAH IMAGEMAX ® can be run with standard PVC/PET roll settings for tension. Ink in or ink out rolling is acceptable. UV printing creates an immediate cure so sheets can be stacked as soon as they are printed. NEENAH IMAGEMAX ® will accept raised ink underlays for texture. This should be tested on your specific printer to determine the ink flexibility.

CUTTING

Like most wide format board products, NEENAH IMAGEMAX® is best cut using a flatbed CNC cutter. Unlike styrene, NEENAH IMAGEMAX® can be drag cut, which is the fastest cutting process. Drag cutting uses a flat blade to cut without oscillating (Styrene is typically oscillated to avoid chipping). The drag cutting uses a tangential tool that picks and lifts on turns, dragging minimizes the lifts making the process faster. In addition to square cuts, NEENAH IMAGEMAX® can be contour cut in the same process. Cutting behaviors, overcuts, acceleration and other unique equipment settings can be defined as needed with standard test cuts.

For scoring of NEENAH IMAGEMAX ® it is recommended 60% of the material is scored through for best folding. For Creasing, a crease wheel is recommended with substantial pressure (app. 80%) When scoring a printed piece, it is recommended that the folded line have a UV print coat over the outer fold angle for the smoothest finish.

FINISHING

Although lamination is not typically needed, NEENAH IMAGEMAX® will accept any pressure sensitive or heat laminate. (Please note: laminates will alter the recyclability of this product) NEENAH IMAGEMAX® will hold its own weight for hanging. It is recommended that at least 1.5" from the edges be allowed for. Grommets can also be installed.

PACKAGING/ ROLLING

NEENAH IMAGEMAX® .010 - .030 can be rolled much like styrene. The material in any finished size should be naturally rolled with minimal force and secured with a paper wrap or shrink. Upon arrival at the destination, a simple reverse roll will eliminate any memory from being rolled.
- *Full sheets should be rolled to a minimum 15" x 15" diameter.*
- NEENAH IMAGEMAX® .040 is best if shipped flat.

DOUBLE-SIDED APPLICATION

NEENAH IMAGEMAX® Is a high-opacity printing material made for interior equal light ceiling hanging double sided applications. It is <u>not</u> a block-out material. *.020 and greater competes in optical density with many dead white styrene equivalents*. To use NEENAH IMAGEMAX® for exterior facing window signage, both side images should be mirrored to hide the minimal show through that is to be expected.

For a true block-out window solution, we recommend our Blox-Lite® product.

For advanced support of NEENAH IMAGEMAX ® including specialty applications, contact your Neenah sales representative who will connect you with our technical support manager.