

Material Details		
Carrier Material	Polyester film	
Thickness	210 µm	8.3 mil
Weight	285 g/m <sup>2</sup>	8.4 oz/yd <sup>2</sup>
Finish	Matte white surface	
Handling/Storage Conditions	18 - 25°C / 64 – 77°F, 40 - 65% relative humidity	
Shelf Life	12 months	
Dimensional Stability	150° C (302° F) / 30 min MD: 0.8 +/- 0.6, TD: 0.6 +/- 0.5	

**Areas of Application**

- Backlit light box advertising applications & illuminated displays
- Round the clock signage: day time/frontlit – night time/backlit
- Backlit trade show displays
- For indoor and outdoor use

**Advantages / Special Features**

- 8.3 mil film provides added rigidity and avoids wrinkles
- Front printable translucent film
- Increased thickness also stands up to heat of latex printing
- Excellent print quality in frontlit or backlit viewing, without oversaturation
- Fast drying

**Process & Handling**

- To avoid fingerprints, handle the film with cotton gloves when loading and unloading the film on your printer.
- Allow prints to dry for 24 hours before lamination and/or installation.
- For protective purpose usage of SEAL® Protective Laminates is recommended (ensure adequate drying before lamination).
- Profiles can be found at <http://neschen-us.color-base.com>. Check the site for profile availability for your particular printer and RIP software combination. If a profile is not found for your printer and RIP combination, try using a profile for backlit film.
- Store unused media in the original packaging

**Recommended Protection Film**

- SEAL® Print Shield Standard or Gloss

Printability	
Solvent	◆
Eco-solvent	◆
UV-curable	◆
Latex	◆

For Technical Support with any of our inkjet print materials, please call SEAL Media Support at 800-257-7325, ext 8945.



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Temperatures and thicknesses are given as approximate values. All data are standard values. The information in this specification sheet is based on findings obtained in practice. Because of the high number of factors which can have an effect during handling and application, customer tests will be required. A legally binding guarantee of specific properties is not to be inferred from our specifications. The information given here may be subject to change without notice. SEAL has not prepared MSDSs for these products which are not subject to the MSDS requirements of the Occupational Safety and Health Administration's Hazard Communication Standard, 29 C.F.R. 1910.1200(b)(6)(v). When used under reasonable conditions or in accordance with the SEAL directions for use, these products should not present a health and safety hazard. However, use or processing of the products in a manner not in accordance with the directions for use may affect their performance and present potential health and safety hazards. The purchaser should test material to determine if it is suitable for their own specific purpose.



## SEAL CityLight Superior Application Guide

### Overview

SEAL CityLight Superior is an 8.3 mil (210 microns) thick universal front print polyester film for indoor and outdoor backlit applications with a satin matte surface. It is commonly used in light boxes and other illuminated signs.

### Advantages / Special Features

- excellent photorealistic printing quality
- scratch- and water-resistant inkjet coating
- quick drying (with normal ink load)
- high dimensional stability
- matte satin coating
- won't deform from high heat on latex printers
- 100% recyclable and PVC-free

### Printing Tips

CityLight is coated for compatibility with solvent, eco-solvent, latex and UV ink printing for backlit applications.

To avoid fingerprints, you should handle the film with cotton gloves when loading and unloading the film on your printer.

If printing with high ink density, it is not recommended to use the take up reel of your printer. Allow prints to dry for 24 hours before installation and laminating (if desired).

### Color Profiles

Ideally, clear and translucent materials should have profiles created with a backlit spectrophotometer like the Barbierie Spectro LFP. That is, the colors should be measured with light shining through the material, rather than reflected off the surface. This ensures the printed colors will be accurate when lit from behind.

Achieving accurate color requires that the printing environment is controlled and that a good profile has been created that can tell the RIP software how ink should be laid down on a particular media. Print providers can further improve their color accuracy by re-linearizing a profile. This can account for slight differences in their printer and printing environment.

Many media providers, such as SEAL, will create RIP profiles at no cost to the end user. Simply go to our profile website, <http://neschen-us.color-base.com/>, and download the ICC created for your printer and RIP combination.



If you can't find a profile for your printer/RIP, then try using a standard profile for backlit film that comes preloaded on your RIP. Alternatively, you can modify an existing profile for another type of media, such as paper, in most RIP software so that it will print an extra ink layer. This will double the amount of ink the printer lays down which often requires additional modifications to your printing process. This includes things such as:

- The number of passes is increased
- Increase the heat on the printer heaters
- Add delays to the passes made by the printer
- Change from bi-directional printing to unidirectional printing so additional drying time is created to compensate for the extra ink that is being laid down

### **Color Density Expectations**

Customers tend to expect to see their colors accurately rendered regardless of the application or media used when printing. This can be a huge challenge with clear or translucent films. When backlit, colors can appear faded or washed out. This can be overcome by printing with extra ink passes that can create color with more density and opacity, and thus appearing correct to the viewer. CityLight Superior is intended to always be backlit. When an image is not backlit, the colors may appear too dark.

Profiles from SEAL will have the extra density to have the printed film appear correctly when backlit.

### **Installing the film**

The film is commonly laminated on the printed surface for extra protection and durability. Good choices would be SEAL® Print Shield Standard (matte, luster or gloss) and SEAL Print Shield Textured Matte.

Another common use is to mount the printed film to the second surface of a clear glass, acrylic or polycarbonate sheet using an optically-clear double-sided adhesive, like SEAL OptiMount® or OptiMount Ultra. OptiMount should always be applied dry to the printed side of the film with a roller laminator, like the SEAL 62 Base.

Environmental control is important to prevent dust and fibers from getting trapped between the OptiMount and the acrylic sheet. The substrate should be cleaned thoroughly before application using an appropriate cleaner and a lint-free cloth. Do not use any products that contain wax or silicone. If the intended use is outdoors, the edges of the print should be sealed with an edge seal pen to prevent moisture from intruding at the edge of the film and adhesive.



# CityLight Superior External Launch Summary

## Technical Specifications

- Front printable, backlit translucent Polyester
- Matte finish
- 8.3 mil film provides added rigidity and avoids wrinkles
- Designed for use with Solvent, Eco-solvent, UV

## Applications

- Light box advertising applications
- Illuminated displays
- Backlit trade show displays
- For indoor and outdoor use

## Selling Tools

- Sample Rolls
- Line Card
- Display Switch
- Printed Swatches
- Technical Data Sheet

Features	Advantages	Benefits
Higher rigidity film	Doesn't sag or buckle in light box	<ul style="list-style-type: none"> <li>• Saves money - no mounting to substrate</li> <li>• Improved appearance, no wrinkles</li> </ul>
8.3 mil premium coated, polyester	Images are vibrant and rich, but not oversaturated, when front lit or back lit	Use for more jobs: traditional backlit or situations where both day time and night time/backlit viewing is required.
Broad-compatibility coating	Easy to use	Saves PSPs time. Pre-loaded, OEM settings produce great results. Detailed, highly accurate profiles not required.

**Pricing & Availability** - Product available in November 2013. Pricing is below.

Item Number	Description	Width (IN)	Length (FT)	Pricing
6031870	CityLight Superior	36	98	Call Your Sales Representative for More Information
6031868	CityLight Superior	50	98	Call Your Sales Representative for More Information
6031869	CityLight Superior	60	98	Call Your Sales Representative for More Information
6031866	CityLight Superior sample roll	25	10	Call Your Sales Representative for More Information

## Competition

	Ultraflex	Sihl	Intellicoat
<b>Product Name</b>	IllumiSol BL Film Gloss	Twilight Latex Backlit Film	Magic GBL-9
<b>Sizes Available</b>	36", 54", 60", 72", 80", 86"	36", 42", 54", 60" x 96'	36", 54", 60" x 100'
<b>Thickness</b>	8.5 mil	8 mil	7 mil
<b>Finish</b>	Gloss	Matte	Satin
<b>Inks</b>	Solvent, Eco-solvent, UV	Latex	Solvent, Eco-solvent, Latex, UV