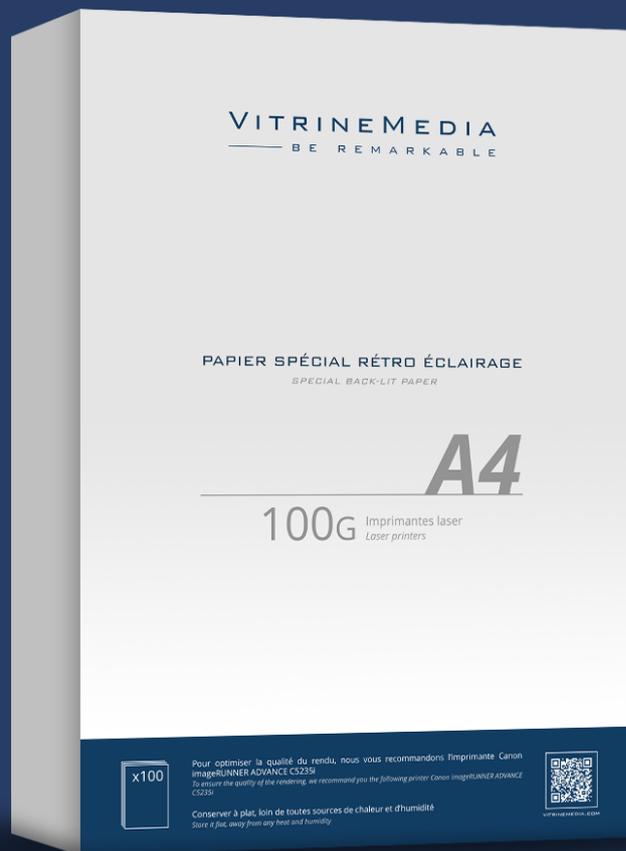


# VITRINEMEDIA

— BE REMARKABLE



VITRINEMEDIA BACKLIGHT PAPER GUIDE BOOK

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# What is Backlight paper?

Backlight paper is a printing tool which allows light to diffuse. Also known as 'back-lit paper', it is placed in lit casings or LED display panels. Backlighting is a technique which allows you to add light behind your paper in order to improve its visual impact and the display contrast. This type of display method ensures proper visibility of all marketing or information messaging even in dimly lit or dark areas. It changes how your clients perceive your messaging and makes it more dynamic.

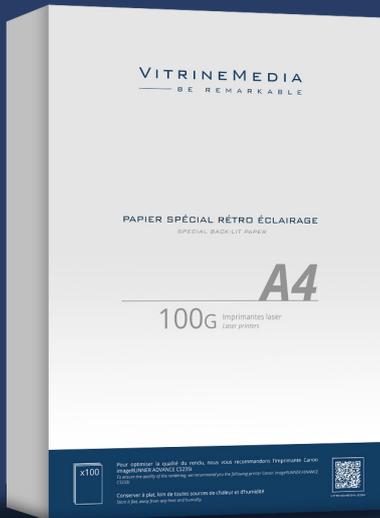
VitrineMedia Backlight paper is specifically designed to maximize the impact of your visuals in VitrineMedia's LED display panels. It allows you to print your messaging with ease, and guarantees extraordinary results. Your display panels highlight your messaging and the Backlight paper intensifies their impact.

VitrineMedia does not recommend using other types of paper as they may give a spotty appearance to the visual, as you can see below.

*Backlight paper VitrineMedia Vs standard paper (80g and other types)*



# VitrineMedia offers three different weights of paper



## THE 100G BACKLIGHT PAPER

designed for laser printers

*This 100g Backlight paper is designed for printing your visuals using a laser printer or photocopier.*

Before all use, we recommend that you remove each sheet from the stack individually to avoid static between the sheets of paper.

The two sides of the paper are identical and can therefore both be used for printing.

The multifunction laser printers come with a heating system (known as the oven) which allows the colored power (known as toner) to stick to the paper. To limit damage which can come from the heat of the oven onto your print, we suggest that you print using the bypass function on your unit which allows you to access the units printing choke directly.

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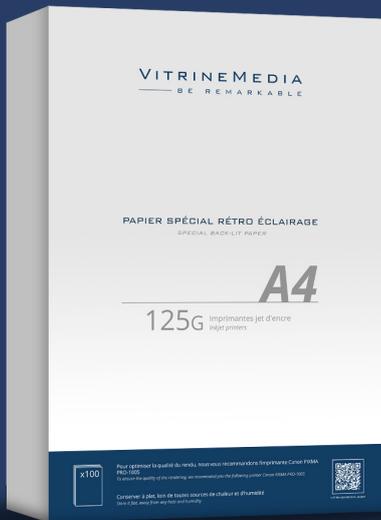
For best results, we recommend that you define your printer's settings as follows:

Paper: «transparent» or «thick paper»

Quality : «High quality print»

It is essential to let the prints dry for at least 2 minutes after they are printed and to avoid touching the printed side so as not to leave any fingerprints on the image.

Storage tips: Store your packs in a cool, dry place; away from any source of heat or humidity.



## THE 125G BACKLIGHT PAPER

designed for ink jet printers

*This paper is specially designed for printing your visuals using an ink jet printer. Using this paper with an ink jet printer with this paper allows for optimal results. These prints will make your window display your best communication ally yet.*

Printing must be done on the mat side, in mirror image, in order for the image to appear properly on the glossy side. It is important to turn the image over when printing since the ink will in fact go through the paper onto the other side.

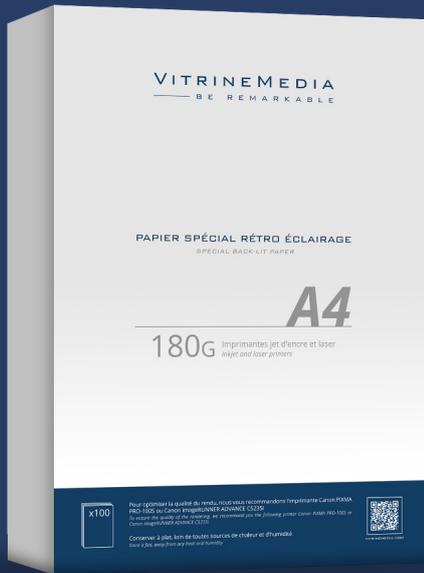
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For best results, we recommend that you define your printer's settings as follows:  
Paper : «thick mat paper» or «or professional glossed paper» for Canon units  
Quality : «high quality print»

It is essential to let the prints dry for at least 5 minutes after they are printed and to avoid touching the printed side so as not to leave any fingerprints on the image.

Storage tips: Store your packs in a cool, dry place; away from any source of heat or humidity.

\* See page 9



## THE 180G BACKLIGHT PAPER

designed for ink jet and laser printers

*This Backlight paper was designed for laser printers. It is also compatible with some laser printers\*.*

Specially designed for printing on an ink jet or laser printer, the 180g Backlight paper gives you the opportunity to attract people's attention thanks to your LED display panel's unmatched color intensity.

NB : The 180g Backlight laser paper bears a strong resemblance to the 125g, but it is meant for printing on a laser or ink jet printer. It is essential that you check with your printer supplier if the weight of the paper is compatible with your unit.

Printing must always be done on the mat side, without turning the image around, just as with regular printing.

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For best results, we recommend that you define your printer's settings as follows:

Paper : «thick mat paper»

Quality : «high quality print»

It is essential to let the prints dry for at least 5 minutes if printing with a ink jet printer, and 2 minutes if printing with a laser printer. Also, avoid touching the printed side so as not to leave any fingerprints on the image.

Storage tips: Store your packs in a cool, dry place; away from any source of heat or humidity.

\* Refer to the list of recommended printers/photocopiers provided on page 8

# Recommended printers for your printing needs

For best results with your VitrineMedia LED display panel visuals, and as part of our partnership with Canon, we have selected a series of printers which will offer high quality results on our Backlight paper.

## INK JET PRINTER

*Only ink jet printers with non-pigmented inks will allow you to do mirror printing.*

For prints in A4 format



### **CANON iP 7250**

(5 cartridges ≈ 13 € / cartridge)

Available through: Boulanger, Darty, La Fnac, Amazon ≈ 70 €

Vous pouvez consulter les caractéristiques techniques sur :

[http://www.canon.fr/printers/inkjet/pixma/pixma\\_ip7250/](http://www.canon.fr/printers/inkjet/pixma/pixma_ip7250/)

For prints in A4/A3 format



### **CANON iX 6850**

(5 cartridges ≈ 13 € / cartridge)

Available through: La Fnac, Amazon, Pixmania ≈ 190 €

See the product's technical data via the link below:

[http://www.canon.fr/printers/inkjet/pixma/pixma\\_ip7250/](http://www.canon.fr/printers/inkjet/pixma/pixma_ip7250/)



### **CANON PIXMA PRO 100S**

(8 cartridges ≈ 17 € / cartridge)

Available through: Cdiscount, Pixmania, La Fnac, Amazon ≈ 480 €

See the product's technical data via the link below:

[http://www.canon.fr/printers/inkjet/pixma/pixma\\_pro-100s/](http://www.canon.fr/printers/inkjet/pixma/pixma_pro-100s/)

We recommend using 125g Backlight paper (mirror image) for the printers presented above.

The 180g Backlight paper (no mirror printing) can also be used with these printers.

## LASER PRINTER

For prints in A4 format (printer only)



### **CANON LBP 7660 cdn**

≈ 350 €

See the product's technical data via the link below:

[http://www.canon.fr/for\\_home/product\\_finder/printers/laser/i-sensys\\_lbp7660cdn/](http://www.canon.fr/for_home/product_finder/printers/laser/i-sensys_lbp7660cdn/)



### **CANON LBP 7680 cx**

≈ 440 €

See the product's technical data via the link below:

[http://www.canon.fr/for\\_home/product\\_finder/printers/laser/i-sensys\\_lbp7680cx/](http://www.canon.fr/for_home/product_finder/printers/laser/i-sensys_lbp7680cx/)

For prints in A4 format (printer/scanner/photocopier)



### **CANON i-SENSYS MF8540Cdn**

≈ 420 €

See the product's technical data via the link below:

[http://www.canon.fr/for\\_home/product\\_finder/multifunctionals/laser/i-sensys\\_mf8540cdn/](http://www.canon.fr/for_home/product_finder/multifunctionals/laser/i-sensys_mf8540cdn/)

For prints in A4/A3 format (printer/scanner/photocopier) :



### **CANON imageRUNNER ADVANCE C5235i**

≈ 5 750€

See the product's technical data via the link below:

[http://www.canon.fr/for\\_work/products/office\\_print\\_copy\\_solutions/office\\_colour\\_printers/ir\\_adv\\_c5235i/](http://www.canon.fr/for_work/products/office_print_copy_solutions/office_colour_printers/ir_adv_c5235i/)



### **CANON imageRUNNER ADVANCE C5250i**

≈ 9 850€

See the product's technical data via the link below:

[http://www.canon.fr/for\\_work/products/office\\_print\\_copy\\_solutions/office\\_colour\\_printers/ir\\_adv\\_c5250i/](http://www.canon.fr/for_work/products/office_print_copy_solutions/office_colour_printers/ir_adv_c5250i/)

We recommend using the 100g Backlight paper (no mirror printing) with the printers presented above.

# Frequently Asked Questions regarding Backlight Paper

## ***The colors of my prints are not the same as the image of my visuals on my computer (pale/faded colors/changed colors...)***

If you have an ink jet printer, check that the weight of the Backlight is in fact 125g or 180g. The ink of your printer must be colorant based and not pigment based.

If you print using a laser printer, ensure that the weight of the paper is 100g.

If the paper supplied with your panels is compatible with your printer, choose « thick mat paper » (or « transparent » for the 100g Backlight paper on a laser printer) and « high quality print » on your printer's settings.

In addition, you can tweak the luminosity and contrast settings on your printer to intensify the effects.

If the problem persists, contact your printer's service provider. It is probable that a specific setting is required or that your printer is unfortunately not compatible with the Backlight paper.

## ***How do I print my visual in mirror printing?***

This method is only to be used when printing from an ink jet printer on 125g Backlight paper.

There are different ways to inverse the image:

- Your printer allows you to do so (contact the administrator).
- Download the virtual PDF Creator printer and follow the steps:
  - 1 Open your file
  - 2 Click «Print» and choose «PDF Creator»
  - 3 Click «Properties»
  - 4 Click «Advanced»
  - 5 Click the scroll down options in «PostScript options»
  - 6 Select «Yes» under «Mirror Output»
  - 7 Click «ok» and then «print» all while leaving the PDF Creator in the list of available printers
  - 8 A new PDF file will be generated. Save it in your files then print it on the mat side of your 125g Backlight paper.
- For your image files (jpeg/png/..) you can invert them using the Paint application (using the "rotate" option click on "rotate horizontally")

The print is made in mirror on the mat side, and the image is properly printed on the glossy side.

***My mirror printing looks fine on the mat side of the 125g paper, however when I turn over the paper, the colors seem distorted***

The ink of your machine is most likely pigment based, this does not allow you to print your visual on the back (mat) side of the paper.

***I am printing on A4/A3 landscape, and the image is partly «cut-off»***

Go to your printer's settings and change the format of the paper (A4, A3) and the paper orientation ( portrait, landscape).

***White margins appear appear on each side of my visual***

If you have a laser printer, you cannot delete this margins, but can be lessened (this option is often available in your printer's settings). Contact your printer's supplier to find out how to reduce the margins on the visuals.

If you have an ink jet printer, the « printing without borders » should be available in the settings. The older models may not have this option available.

***I have a laser printer, I have 100g, but the ink «leaks» down the sheet of paper***

Change the settings on the paper by setting the type of paper to «transparent» or «thick paper».

Printers are usually set to accommodate standard 80g paper. You must therefore ensure to increase the paper weight on the settings (ex: 106g and over) and change the quality setting to «high definition/low printing speed».

In addition, multifunction laser printers feature a heating system (known as an oven) which allows the colored powder to adhere to the paper. To minimize negative effects of the heat on your print we highly recommend that your print using your printer's bypass which gives you direct access to the printing nozzles.

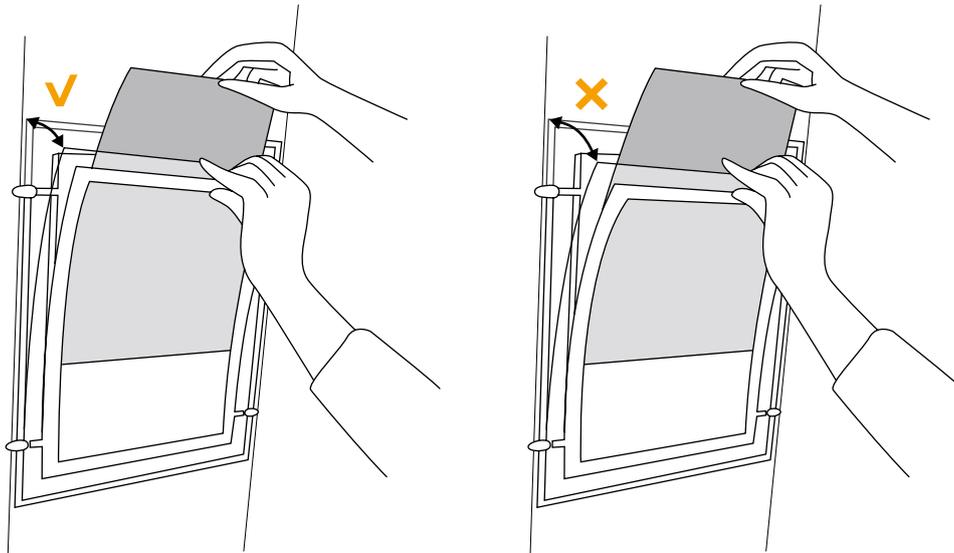
If you do not get the desired result even after all the changes in the settings, it can be possible that unfortunately the 100g Backlight paper and your printer are not compatible.

***When I insert the visual into the display panel, multiple white dots appear***

The white dots that can be visible through your visual is the honeycomb. This honeycomb pattern allows the light to be diffused evenly throughout the display panel. Les points blancs qui peuvent être visibles à travers votre visuel est le nid d'abeille. We recommend that you insert a blank 125g Backlight paper. Do not block the light with regular paper.

### ***How do I insert my visual into the VitrineMedia display panels?***

The display panels can be turned on or off when inserting your Backlight paper. You simply need to position your finger on the top edge of the screen and to pull lightly on the front panel. If you pull too hard, the sheet will not slide in correctly into the display screen. You also run the risk of breaking the display panel.



CORRECT WAY OF INSERTING  
(20° max.)

INCORRECT WAY OF  
INSERTING

Repeat this action for the back panel if you have double sided display panels.

### ***A transparent effect appears between my two visuals when my display panel is turned on***

If you have dual faced display panels, simply insert a blank sheet of Backlight paper into each side of the panel, behind your visual. You can also insert blackout paper in the panel facing the indoor of the space (behind your visual), this will increase the luminosity on the outside panel.

### ***My visual is stuck to the front facing side of my display panel***

You must let your visuals dry after they have been printed. The time it takes to dry varies from 2 to 0 minutes (or more for the larger formats).

In case your display window is highly exposed to the sun or if your display panels are located near a heat or humidity source (in a display case outside or near a radiator), we highly recommend that you insert a transparent sheet (type of the paper used in a projector) between your visual and the front facing side of your panels. This will help you avoid staining your display panel (not covered by the guarantee).