

MAGIC® APPLICATIONS GUIDE

COATED MATTE PRESENTATION PAPERS

Magiclée



MAGICLEE® and MAGIC® brands feature a range of quality coated matte presentation papers designed specifically to provide impressive performance-to-cost value for graphic art and prepress applications. Each of the five options, ranging from lightweight to heavyweight, offers high opacity, bright white appearance, and optimal color gamut. Full-color images print crisp and clean, even with ink saturation levels up to 200%. Our coated matte presentation papers are compatible with water based, pigment or dye inks. Our latex-saturated GFIOF's are compatible with true solvent, UV cure and latex systems. Our GFIOF's are not recommended for low solvent printers. We developed our Postermax product specifically for low-solvent inks. Though GFIOF's will print on low solvent they will NOT print at a fast enough speed or good enough quality to meet our customer base expectation. All of our presentation papers below feature fast dry times and ease in lamination. Our presentation papers are the best choice for high volume production applications.

PHYSICALS

	DMPG98	Firenze 132 (DMPG132)	Firenze 170 (DMPG170)	GFIOF140	GFIOF212	POSTER MAX
Basis Weight, g/m ²	98	132	170	140	212	235
Basis Weight, oz/yd ²	4.6	6.7	8.0	4.1	9.9	10
Basis Weight, lbs	24	36	45	37	57	62
% Opacity	92	98	99	95	95	99
Brightness	91	95	95	89	89	92
Whiteness	119	111	123	81	83	104
Recycle code	paper	paper	paper	n/a	n/a	n/a

*Firenze 132 and Firenze 170 are pH neutral

APPLICATIONS GUIDELINES

	Water Based dye & pigment	Solvent pigment	Low Solvent pigment
DMPG98	X		
DMPG132 / Firenze 132	X		
DMPG170 / Firenze 170	X		
GFIOF140		X	
GFIOF212		X	
POSTERMAX		X	X

Printer Settings: Ink saturation limits can vary due to ink types, ink drop volume and humidity, so ink saturation levels should be optimized for specific printer, ink and software combinations. Over saturation will result in paper cockle and possibly head strike. These presentation papers work best in an environment between 65-86°F and 30-70%RH. Longer ink dry times will occur in higher RH conditions.

Material Handling: Store unused media in its original packaging. Images should be stored in an environment with 50% RH or less. Papers can absorb moisture in high humidity conditions making ink dry times longer or can interfere with proper laminate adhesion.

Color Profiles: Color profiles can be obtained for a selected RIP, ink, and printer combination on the magicinkjet.com web site.

FINISHING RECOMMENDATIONS

Lamination: The coated matte presentation papers can be over laminated with most cold laminates and low temperature hot laminates but cold are preferred and give better adhesion results. Make sure the images are completely dry prior to laminating. Exceeding the recommended ink saturation level can affect laminate adhesion or make lamination difficult due to paper cockle. When the paper is over laminated with heavy gauge laminates and either mounted to a board or encapsulated, overlap the image with a 0.25" safe edge of laminate. This will seal the paper, preventing moisture absorption and paper splitting from the undue stress of the heavy gauge laminating films. Use laminates of equal gauge when encapsulating to prevent image curl.

Mounting: Cold, pressure-sensitive adhesives typically provide the most aggressive bonds and are recommended for use with these products.

RECYCLING AND DISPOSAL



Disposal by recycling of ink jet media is the preferred method. Where recycle markets do not exist, disposal by landfill or an approved incinerator is acceptable. See Magic Recycle Bulletin @ www.magicinkjet.com



Médiatech
Papier d'impression numérique grand format