

MATTE PRESENTATION PAPERS Magiclée® & Magic® FIRENZE 132 & 170

(DMPG132 & DMPG 170)

Making all Great Images Count



Magiclée

www.magicinkjet.com

MARKET APPLICATIONS

- General Purpose Signage
- Posters
- POP Displays; Trade Show Graphics

PRODUCT DESCRIPTION

- 132 gsm (35 lb) and 170 gsm (45 lb) papers
- Matte surface; high opacity
- Bright white
- Compatible with dye and pigment inks
- Impressive performance-to-cost value for graphic art and prepress applications.

GENERAL AVAILABILITY

FIRENZE 132	Part #	FIRENZE 170	Part #
24" x 10'	70378	24" x 10'	70379
36" x 100'	66913	24" x 100'	73385
36" x 300'	66914	36" x 100'	73386
42" x 100'	61477	42" x 100'	73387
44" x 100'	66915	44" x 100'	73388
54" x 100'	68060	50" x 100'	73389
60" x 100'	68061	54" x 100'	73390

Core =2"

FEATURES & BENEFITS

- Matte surface for no-glare viewing
- Bright white base for maximum color gamut
- Economical for most budgets and applications
- Fast dry times and easy lamination makes these excellent choices for high-volume production applications

MEDIA COMPATIBILITY

- * Compatible printers include HP DesignJet®, Encad, ColorSpan, Canon, Epson, and other piezo and thermal, water-based systems. Compatible with pigment and dye inks, with pigment inks offering greater resistance to UV fade.
- * For complete Magic® product set, refer to Magiclee Printer Compatibility Chart under Technical Support on www.magicinkjet.com.
- * For additional product details – including printer settings and lamination guidelines – see Application Guide under Tech Support of www.magicinkjet.com
- * For ICC profile availability, see www.magicinkjet.com

Phone: 1-800-628-8604

Fax: 1-800-861-4128

Disclaimer: Information presented in this product sellsheet is intended to offer a useful reference in selecting media for your output. No media warranties are implied unless specifically mentioned. Printer and / or ink changes may affect results. The most current product information may be found at www.magicinkjet.com.

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Intelicoat Technologies®

MAGIC® APPLICATIONS GUIDE



COATED MATTE PRESENTATION PAPERS

InteliCoat



Digital Imaging
Substrates

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 98 g/m2 to 217 g/m2, 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%. The coated matte presentation papers are compatible with water-based pigment and dye inks. GFIO140 & GFIO212 are compatible with solvent ink jet printers, UV cure and latex systems and Postermax is designed specifically for low-solvent / eco inks. Fast dry times and easy lamination make these papers excellent choices for high volume production applications.

PHYSICALS

	DMPG98	Firenze 132 (DMPG132)	Firenze 170 (DMPG170)	GFIO140	GFIO212	POSTER MAX
Basis Weight, g/m ²	98	132	170	140	212	217
Basis Weight, oz/yd ²	2.8	3.9	5.0	4.1	9.9	6.4
Basis Weight, lbs	26	35	45	37	57	58
% Opacity	87	98	98	95	95	95
Brightness	91	96	97	89	89	87
Whiteness	115	117	121	81	83	83
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		
GFIO140		X	
GFIO212		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 between 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 overlaminated 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 overlaminated with heavy gauge laminates and either mounted to a board or encapsulated, overlap the image with a 0.25 inch 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

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For more information, call 1-800-628-8604,
or visit our website: www.magicinkjet.com

*Most updated version of this guide can be obtained on our website.

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