

PHOTOREALISTIC MATTE PAPERS:

FIRENZE 132 & 170 (DMPG132 & DMPG170)

Photorealistic Matte Papers

Making all Great Images Count

InteliCoat



Magiclee

www.magicinkjet.com

MARKET APPLICATIONS

General Purpose Signage
Photo Reproduction
Posters
POP Displays; Trade Show Graphics

PRODUCT DESCRIPTION

132 and 170 gsm products, respectively
Matte surface; high opacity
Bright white
Compatible with dye and pigment inks
Impressive performance-to-cost value for graphic art and prepress applications

STANDARD SIZES

FIRENZE 132

<u>Sheets</u>	<u>Part #</u>
8.5" x 11" 100 sht	65457
13" x 19" 50 sht	65460

<u>Rolls</u>	<u>Part #</u>
24" x 100'	66911
36" x 10'	66912
36" x 100'	66913
36" x 300'	66914
42" x 100'	61477
42" x 300'	61370
44" x 100'	66915
54" x 100'	68060
60" x 100'	68061

FIRENZE 170

<u>Sheets</u>	<u>Part #</u>
8.5" x 11" 50 sht	65453
13" x 19" 50 sht	65456

<u>Rolls</u>	<u>Part #</u>
17" x 90'	66916
24" x 90'	66917
36" x 10'	66918
36" x 90'	66919
42" x 90'	20523
44" x 90'	66920
50" x 90'	20522
54" x 90'	20524
60" x 90'	68058

Note: 2" cores

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
Firenze 132 is 2-side-imageable for applications with low ink coverage

PRINTER COMPATIBILITY

Compatible printers include HP DesignJet®, Encad, ColorSpan and other piezo, water-based systems.

Compatible with pigment (UV) and dye inks, with pigmented inks offering greater resistance to UV fade.

See product application guide at www.magicinkjet.com for additional, specific details regarding compatibility and printer settings, as well as finishing and lamination guidelines.

* For complete Magiclee® and Magic® product sets, refer to Media Printer Ink Set Compatibility Chart

* 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.

Date: July 2008

MAGICLEE® / MAGIC® APPLICATIONS GUIDE

MagicLée

COATED MATTE PRESENTATION PAPERS



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 212 g/m², offers high opacity, bright white appearance, and optimal color gamut. Full-color images print cleanly and crisply even with ink saturation levels up to 200%. The coated matte presentation papers are compatible with pigment (UV) and dye inks. GFIO140 & GFIO212 are compatible with solvent ink jet printers. Fast dry times and easy lamination make these papers excellent choices for high volume production applications.

PHYSICAL PROPERTIES

Property	DMPG98	Firenze132 (DMPG132*)	Firenze170 (DMPG170**)	GFIO140	GFIO212
Basis Weight (g/m ²)	98	132	170	140	212
Basis Weight (oz/yd ²)	2.8	3.9	5.0	4.1	9.9
% Opacity	87%	98%	98%	95%	95%
Brightness	91	96	97	89	89
Whiteness	115	117	121	81	83

*Firenze132 is 2-side imageable. Max 100% ink on Encad's, 200% on other printers.

**Firenze132 & Firenze170 are pH neutral

APPLICATION GUIDELINES

Printer and Ink Compatibility: The table below provides printer and ink compatibility data. The complete MAGIC® inkjet media compatibility chart can be obtained on our www.magicinkjet.com website. Pigment inks offer greater resistance to UV fade.

Product	Water Piezo		Canon series		HP series		Encad		ColorSpan		Solvent
	Dye	Pig	Dye	Pig	Dye	Pig	Dye	Pig	Dye	Pig	Pigment
DMPG98**	*	*	*	*	*	*					
Firenze132 (DMPG132)**	*	*	*	*	*	*	*	*	*	*	
Firenze170 (DMPG170)**	*	*	*	*	*	*	*	*	*	*	
GFIO140											*
GFIO212											*

** May be recycled.

Printer Settings: If using Firenze132 for two-sided image applications, ink limits on Encad printers are 100%. 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 18-30°C or 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.

RECYCLE AND DISPOSAL



paper

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 the Magic Recycle Technical Bulletin @ www.magicinkjet.com.

USA
28 GAYLORD STREET
SOUTH HADLEY MA 01075-2894

InteliCoat Technologies

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

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

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