

MAGIC® SOLVENT INK JET

GFIOP212 EMB

Latex Paper with Embossed Pattern

Making all Great Images Count



www.magicinkjet.com

MARKET APPLICATIONS

- Digital Wallcovering
- Indoor / Outdoor Display Posters
- Backlit Transit Graphics
- Theater Posters, Promotional Signage
- POP Displays

PRODUCT DESCRIPTION

- 201 gsm (9.3 mils)
- Latex-saturated, wet-strength paper
- Suitable for high-production solvent and eco-solvent ink jet systems⁽¹⁾
- Heavyweight product, recommended for wallcovering
- Embossed pattern provides texture to the surface – enhancing its appearance for wallpaper and mural applications
- High resolution, luster printing surface

⁽¹⁾ *Note for eco-solvent ink users: These products require running at slower print speeds and/or higher resolutions. Printing with 720x1440 dpi at 16 or 32 pass may be necessary. You must use the proper settings combined with the proper ICC profiles.*

GENERAL AVAILABILITY

<u>Sizes</u>	<u>Part #</u>
54" x 15 feet	70113
54" x 150 feet	70114

Core = 3"

FEATURES & BENEFITS

- Smooth surface offers exceptional print fidelity with a distinctive luster finish.
- Great lay-flat
- Superior printer conveyance; fast, consistent drying
- Strong, flexible and durable; handles well when posted
- Resists cracking when folded
- Product may be laminated for additional protection.
- Products pass Class A flame spread tests (ASTM E-84) as manufactured.

PRINTER COMPATIBILITY

GFIOP212 EMB is compatible with most solvent and eco-solvent ink jet printing systems (see note at left).

* For complete Magic® Printer Ink Set Compatibility Charts see Tech Support at www.magicinkjet.com.

* For additional product details – including printer settings, lamination, finishing and mounting guidelines – see the Application Guide under Tech Support at www.magicinkjet.com

* For ICC profile availability, see www.magicinkjet.com

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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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MAGIC[®] APPLICATIONS GUIDE

GFIOP212 EMB

InteliCoat



Digital Imaging
Substrates

Embossed Indoor/Outdoor Poster Paper for Promotional Signage & Wallcovering Applications for Solvent Ink Printing Systems

MAGIC[®] GFIOP212 EMB is an Embossed version of GFIOP212. The Embossed pattern provides a texture to the paper's finish that enhances its appearance in wallcovering and mural applications. This one-side coated paper is designed to meet the demands of high production solvent and eco-solvent* ink jet printers. This latex-saturated, wet strength paper features exceptional print fidelity with a distinctive luster finish. Strength, flexibility and durability are hallmark traits of the GFIOP family of products. It resists cracking when folded, and film lamination is not required in most intended applications. Product passes Class A flame spread tests (ASTM E-84) as manufactured.

PHYSICAL PROPERTIES

Basis Weight	201 g/m ² (5.9 oz/yd ²)
Caliper	9.3 mil
Sheffield Smoothness	205
% Opacity	95%
Whiteness	81
Gloss (60°)	7.4
Tensile (MD/CD)	60/48 (lbs/in)
Tear Strength (MD/CD)	200/185 (g)
% Elongation	8/14 (%)
Wet Expansion	2.07%
Optimum Printing Conditions	70°F (35-70% RH)
Flame Spread Classification (ASTM E-84), Class A	

APPLICATION GUIDELINES

Printer & Ink Compatibility:

GFIOP212 EMB may be printed in most solvent and eco-solvent printing systems such as: Mimaki JV3, Mutoh Toucan, Seiko, Yutek, Scitex, Nur, Roland Versa Camm, Roland Sol Jet, etc.

Printer Settings:

Optimized printer settings will vary from printer manufacturers. Recommended heater settings: pre heat 52 °C, and post heat 58 °C. *Note: Eco-solvent ink users. These products require slower print speeds and/or higher resolutions. Printing with 720X1440 dpi at 16 or 32 pass may be necessary. You must use the proper settings combined with the proper ICC profile.

FINISHING RECOMMENDATIONS

Surface Protection:

For indoor and outdoor applications, GFIOP212 EMB will hold up for 3-6 months without lamination. It is recommended to overlaminate if graphic will be exposed to severe conditions or where longer life is needed. Pressure-sensitive overlaminates are recommended for outdoor graphics. Liquid laminates can be used for wallcovering applications. This added protection is needed where routine cleaning is common.

Promotional Signage:

Designed for indoor and outdoor promotional signage. Handles well in all types of posting situations. Standard starch-based pastes may be used. Also recommended is Shu-Stik Ultra Billboard Adhesive Product #8750.

Decorative Wallcovering & Murals

Can be pasted and hung just like standard wallcovering materials. Standard pastes such as Henkel Metylan Cellulose Wallpaper Paste provide adequate adhesion and allow for easier stripping when the wallcovering is to be removed or replaced. Mixing instructions for most standard wallpaper pastes include water measure for both high yield and high tack concentrations. The lower water measure is recommended for this product. Heavy duty pastes such as Supron Supro Clear 34, Harvest 1st Choice GH34, and Rowan Professional Heavy Duty Clear Pro 838 come premixed, have a more aggressive adhesive, and are recommended for more permanent applications.

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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 found on our website.

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