

PHOTOREALISTIC PAPERS

POSTER-PRO

Semi-Gloss Photorealistic Paper

Making all Great Images Count



www.magicinkjet.com

MARKET APPLICATIONS

Quality Photographic Reproduction
Economy Indoor Signage
POP / Retail Signage
Displays

PRODUCT DESCRIPTION

7 mil, non-resin-coated photopaper
Economical alternative to R/C paper
Semi-gloss surface
Dye ink compatible / 1440 piezo compatible

GENERAL AVAILABILITY

<u>Poster-Pro</u>	<u>Part #</u>
24" x 100'	20243
36" x 10'	20244
36" x 100'	20245
36" x 300'	20246
42" x 100'	20247
50" x 100'	20248
50" x 300'	20249
54" x 100'	20250
60" x 100'	20251
72" x 100'	20252

FEATURES & BENEFITS

7-mil thickness – quality look and feel
Low paper cockle
Universal dye ink compatibility
400% ink coverage – Wow!
Super-high color gamut possible
High whiteness for best color contrast
Glossier than other products in its class

PRINTER COMPATIBILITY

Printer	Ink	Good, Better, Best
Hewlett-Packard	Dye	Best
Encad	Dye	Better
ColorSpan	Dye	Better
Epson	Dye	Best 1440 dpi

* For complete Magic® product set, refer to Magic 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: April 2003

MAGIC[®] PRODUCT APPLICATIONS GUIDE

Poster-Pro[®]

SEMI-GLOSS PHOTOREALISTIC PAPER

InteliCoat



Digital Imaging
Substrates

MAGIC[®] Poster-Pro[®] is an economical, semi-gloss photorealistic paper for use on Hewlett-Packard DesignJet[®], Encad NovaJet[®], ColorSpan[®], and water based piezo printers equipped with dye-based inks. The non-resin coated surface, combined with an ultra smooth ink jet coating provides a rich, smooth texture that yields photorealistic images. The high caliper sheet results in reduced paper cockle and easy handling during lamination. Poster-Pro is ideal for indoor signs, posters, reproduction, and POP applications.

PHYSICAL PROPERTIES

Caliper	7.5 mil	188 microns
Basis Weight	238 g/m ²70 oz/yd ²
Gloss (60%)56	
Whiteness	114	
Brightness	95	
Opacity	99%	
Optimum Printing Environment . . .	70° F / 21° C (30%-70% RH)	

APPLICATIONS GUIDELINES

Printer and Ink Compatibility: Poster-Pro may be used on most thermal and water based piezo ink jet printer systems equipped with dye-based inks. Compatible thermal systems include: Hewlett Packard DesignJet[®] 2000/3000/5000 series, Encad NovaJet series, Colorspan[®] and water-based piezo such as Epson Stylus [®]9000/10000 printer systems.

Printer Settings: Use "Semi-Gloss Photo" mode on DesignJet[®] 2000/3000 series. "Photo Imaging Satin" mode on HP DesignJet 5000 series, and "Enhanced Multi-pass" on Encad NovaJet printers. Best imaging and ink dry times result in 1440 dpi modes in water-based piezo printers. Use "PQ Inkjet Paper-1440 dpi" on Epson 9000 printer. Poster-Pro can hold up to 400% ink; however, increased paper cockle will result on DesignJet [®]2000/3000 series with ink saturation levels greater than 300%. Expect longer dry times on water-based based piezo printing systems. High humidity environments will result in slower dry times and increased paper cockle due to moisture in the sheet. Allow image to completely dry before handling or laminating. Waiting 24 hours is optimum.

Color Calibration: ICC color profiles can be obtained for selected RIP, ink and printer combinations on the magicinkjet web page identified below. Profile solutions are continually being generated, so consult the web page for current availability.

Material Handling & Storage: To protect unused material, store material in its original packaging, in the poly bag at 72° F (+/-5).

FINISHING RECOMMENDATIONS

Lamination: Poster-Pro may be overlaminated with most cold laminates and low temperature hot laminates, but cold are preferred and give better adhesion results. Allow image to completely dry before handling or laminating. Waiting 24 hours is optimum. 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 photorealistic paper, preventing moisture absorption and paper splitting. Use laminates of equal gauge when encapsulating to prevent image curl. Overlamination will also decrease the rate at which dye ink images fade. Lamination will also add protection against dust, abrasion, and finger prints. Use laminates of equal gauge when encapsulating to prevent image curl. Overlaminating one side may cause the product to curl towards the laminated side.

Mounting: Cold pressure-sensitive adhesives typically provide the most aggressive bonds and are recommended. It is always best to pre-test the adhesive with the back of photo papers. Photobase papers often contain anti-curl backside coating which may or may not result in a strong adhesive bond.

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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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