



## Image Stability of Magiclee Torino17M Ink Jet Stretch Canvas

Magiclee Torino17M canvas was tested for image stability by Wilhelm Imaging Research Inc. Torino17M is a pH neutral, matte finish, artist stretch canvas designed for long-term, fade resistant fine art or photo reproductions when imaged with pigment inks. The Wilhelm Imaging Research, Inc. test results have provided us with confidence that the Torino17M ink jet stretch canvas imaged with pigment inks will last generations (i.e., more than 100 years). The term "image stability" is used because the term "archival" is no longer used by ANSI and ISO organizations.

### PRINTERS & INK SETS TESTED

Image stability testing was performed on Torino17M on the following systems:

- \* Hewlett Packard Design® Jet 5000 printer with UV pigment based inks
- \* Encad Novajet® 700 printer with GO pigment based inks
- \* Epson Stylus® 10,000 printer with pigment based inks

### IMAGE STABILITY TEST DETAILS

The display-life predictions from Wilhelm Imaging Research, Inc. were derived from accelerated fluorescent light fading tests conducted at 75°F and 60% RH and are based on the "standard" indoor display condition of 450 lux for 12 hours per day. Testing was performed with and without a glass filter. Illumination conditions in homes, offices, and galleries do vary. Color images will last longer when displayed under lower light levels (i.e. museums); likewise, the life of prints will be shortened when displayed under illumination that is more intense than 450 lux. The predictions given are the years of display required for specific, easily noticeable fading, changes in color balance and/or staining to occur. Ink/media combinations that have not reached the endpoint after the equivalent of 100 years of display will be given the rating of ">100 years" until meaningful thermal aging data is available. The concern is yellowing stain formation, physical deterioration of the media, and "dark fading" of the inks that may occur over time and which are not detected in the accelerated light fading test. Torino 17M did not exhibit any of these negative side effects.

### IMAGE STABILITY TEST RESULTS

Wilhelm Imaging Research, Inc. test results predict that Torino17M will last longer than 100 years when displayed indoors under 450 lux for 12 hours a day before noticeable fading and/or changes in color balance occur on the following printer systems: Hewlett Packard DesignJet 5000 printer with pigment based inks, Encad Novajet 700 printer with GO pigment based inks, and Epson Stylus 10,000 printer with pigment based inks. This is for both images framed under glass and those not framed and exposed to illumination from bare-bulb fluorescent lamps.

**\*\*Note: Torino17M coated with liquid laminates was not tested. The above data is for unprotected Torino17M. Depending on the stability of the liquid laminate, the image stability of the canvas may or may not meet the test data above.**