

MAGIC[®] PRODUCT APPLICATIONS GUIDE

Poster-Pro[™]



SEMI-GLOSS PHOTOREALISTIC PAPER

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.	7.3 mils	186 microns
Basis Weight	200 g/m ²	5.9 oz/yd ²
Gloss (60%)	51	
Whiteness.	123	
Brightness	96	
% 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 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.

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. If profile is not available, you may submit your request on line.

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. Wait at least 4 hours prior to overlaminating. 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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