

MAGIC® PRODUCTS APPLICATIONS GUIDE

PHOTO-MAX™

(DMPH170EN5000 & DMPL170EN5000)

HIGH GLOSS AND LOW GLARE PHOTOBASE



MAGIC® PHOTO-MAX™G and PHOTO-MAX™L are respectively, high gloss and low glare photobase papers for use on all Encad NovaJet®, ColorSpan®, and Hewlett-Packard DesignJet® 5000 series wide format printers. When using light stable dye-based inks, images can be archived for longer periods of time. The polyethylene resin coated surface combined with an ultra smooth ink jet coating prevents paper cockle and yields photorealistic images. The high gloss surface of the PHOTO-MAX™ G and the low glare surface of the PHOTO-MAX™ L provide for optimum viewing in any lighting environment.

PHYSICAL PROPERTIES

	PHOTO-MAX G High Gloss	PHOTO-MAX L Low Glare
Gloss (60°)	92	28
% Opacity	95	95
Whiteness	99	99
Caliper	6.8	6.8 mil
Basis Weight	170 g/m ²	170 g/m ²
Optimum Printing Environment	70°F (30-70%RH)	70°F (30-70%RH)
Recommended Inks	Dye-based ink	Dye-based ink
Recommended Printing Devices	Encad NovaJet, ColorSpan Hewlett-Packard 5000 series	Encad NovaJet, ColorSpan Hewlett-Packard 5000 series
Image Longevity	25 years*	25 years*

*See Light Stability in Applications Guidelines Section

APPLICATIONS GUIDELINES

Printer Settings: To optimize print quality, printers should be set for "Enhanced Multi-pass" print quality on the HP5000 series, Max Quality, Photo Imaging mode (for high gloss), and Photo-Semi-Gloss (for low glare). The recommended maximum ink saturation level is 350%.

Printer and Ink Compatibility: The product can be printed with most water-based inks designed for NovaJet printers. Using light stable inks will increase the longevity of the image.

Light Stability: The PHOTO-MAX™ G and PHOTO-MAX™ L when used in conjunction with Ilford® Archival™ inks, will yield 25 year light stability. Time required for unacceptable image fade or color shifting is based on accelerated testing predictions using an Atlas HPUV.

FINISHING RECOMMENDATIONS

Lamination: Image should be thoroughly dry prior to lamination. Low temperature hot laminating materials can be used but cold lamination is preferred. When the photobase is overlaminated with heavy gauge laminates and either mounted to a board or encapsulated, overlap the image with a 0.225" safe edge of laminate. This will seal the photobase paper, preventing moisture absorption and paper splitting. Use laminates of equal gauge when encapsulating to prevent image curl. Overlaminating will also decrease the rate at which the images fade.

Mounting: Cold pressure sensitives adhesives typically provide the most aggressive bonds and are recommended for use with these products. Caution should be used when mounting with hot mounting products such as Seal "Mountback" material as adhesive failure can occur.

USA
28 GAYLORD STREET
SOUTH HADLEY MA 01075-2894

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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.