

PHOTOBASE PAPERS
MUG-7 & DMPHA7
 High-Gloss Resin-Coated Photobase Paper &
 High-Gloss, Adhesive-Backed, Resin-Coated Photobase

Making all Great Images Count



www.magicinkjet.com

MARKET APPLICATIONS

Photo Reproduction
 Signage
 Posters
 POP Displays

PRODUCT DESCRIPTION

MUG-7
 7 mil, resin-coated photobase paper
 Economical
 Glossy surface
 Bright white
 Dye ink compatible

DMPHA7
 7 mil, resin-coated photobase paper
 Permanent adhesive backing
 1 mil clear polyester film liner
 Glossy surface
 Bright white
 Dye ink compatible

GENERAL AVAILABILITY

<u>MUG-7</u>	<u>Part #</u>
36" x 10'	38870
36" x 100'	38871
42" x 100'	43031
50" x 100'	38872
54" x 100'	38873
60" x 100'	38874

<u>DMPHA7</u>	
36" x 10'	37368
36" x 50'	30102
50" x 50'	37172
54" x 50'	37174
60" x 50'	37173

FEATURES & BENEFITS

MUG-7
 Economical, resin-coated photobase paper
 Universal printer compatibility with dye ink
 One SKU for most dye-based thermal inkjet printers

DMPHA7
 Pressure-sensitive adhesive makes for easy installation.
 Universal printer compatibility with dye ink
 Permanent adhesive, so graphics stay put
 High gloss surface

PRINTER COMPATIBILITY

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

* 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
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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.

Date: April 2003

MAGIC® PRODUCTS APPLICATION GUIDE

MUG-7 & MUL-7

InteliCoat



Digital Imaging
Substrates

INK JET RESIN-COATED PHOTOBASE PAPER

MAGIC® MUG-7 and MUL-7 are respectively, high gloss and low glare photobase papers with a coating that is universally compatible with most dye based thermal ink jet printers. MUG-7 (Magic Universal Glossy) and MUL-7 (Magic Universal Luster) papers are the perfect choice for high quality photo finish images printed on most Hewlett-Packard, Canon, and other dye ink compatible printers. The high gloss surface of the MUG-7 and the luster surface of the MUL-7 provide for optimum viewing in any lighting environment.

PHYSICAL PROPERTIES

	MUG-7 Glossy	MUL-7 Luster
Gloss (60°)	72	35
% Opacity	91	91
Whiteness	105	105
Caliper of photobase	6.5 mil	6.5 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 Printing Devicesprinters with dye ink compatibility	

APPLICATION GUIDELINES

Indoor Use: This product is recommended for indoor applications only.

Surface Protection: Dirt and stains can not be cleaned from the imaged surface and the product can be damaged from excessive folding or creasing. Laminating is recommended to protect the surface.

Printing: Material may be printed on most dye ink wide format printers. The recommended printing devices for these materials are Hewlett-Packard Design Jet 650, 750 and the 1000, 2000,3000, and 5000 series printers, Canon 8400D and other dye ink compatible printers. Due to the pigment black ink in the HP650, 700 and 1000 series, the black ink may remain slightly tacky or smear when rubbed. Ink coverage of up to 300% is recommended. To optimize print quality, printers should be set for highest print quality and media selection should be "Photopaper".

Material Handling & Storage: Folding of the material is not recommended. Unimaged material should be stored at 72° F (+/-5°). After use, the roll should be stored in its original packaging.

FINISHING RECOMMENDATIONS

Laminating: To give added surface protection from dirt and abrasion, a pressure-sensitive overlamine or heat-activated laminate is recommended. Overlaminating one side may cause the product to curl towards the laminated side. When encapsulating the material, use minimal tensions to prevent curl or paper stress. An overlamine safe edge of 1/8" is recommended to seal the paper from environmental effects. Refer to the "Lamination Tip & Tricks" technical bulletin on the magicinkjet.com web site.

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For more information, call 1-800-628-86040
or visit our website: www.magicinkjet.com

*Most updated version of this guide can be obtained on our website.

08/04/09