

## PHOTOBASE PAPERS

### Magic® MUL-7 & DMPLA7

Lustre, Resin-Coated Photobase Paper &  
Low-Glare, Adhesive-Backed, ResinCoated Photobase

*Making all Great Images Count*



[www.magicinkjet.com](http://www.magicinkjet.com)

#### MARKET APPLICATIONS

- Photo Reproduction
- Signage
- Posters
- POP Displays

#### PRODUCT DESCRIPTION

##### MUL-7

- 7mil, resin-coated photobase paper
- Economical
- Lustre surface, bright white
- Dye ink compatible

##### DMPLA7

- MUL-7 with permanent adhesive backing
- 1 mil clear polyester film liner
- Low-glare, luster surface, bright white
- Dye compatible

#### GENERAL AVAILABILITY

<u>MUL-7</u>	<u>Part #</u>
24" x 10'	70383
36" x 100'	38866
42" x 100'	43030
50" x 100'	38867
54" x 100'	38868
60" x 100'	38869

##### DMPLA7

24" x 10'	70366
36" x 50'	37175
42" x 50'	64143
50" x 50'	37176
54" x 50'	37177
60" x 50'	37178

#### FEATURES & BENEFITS

##### MUL-7

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

##### DMPLA7

- Pressure-sensitive adhesive makes for easy installation.
- Permanent adhesive
- Low-glare surface
- Universal printer compatibility with dye inks

#### MEDIA COMPATIBILITY

Designed to offer exceptional print performance on Hewlett-Packard, Encad, and ColorSpan dye base thermal inkjet printers.

- \* For complete Magic® product set, refer to Magic Printer Compatibility Chart under Technical Support on [www.magicinkjet.com](http://www.magicinkjet.com).
- \* For additional product details – including printer settings and lamination guidelines – see Application Guide under Tech Support of [www.magicinkjet.com](http://www.magicinkjet.com)
- \* For ICC profile availability, see [www.magicinkjet.com](http://www.magicinkjet.com)

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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](http://www.magicinkjet.com).

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# 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 <sup>2</sup> . . . . .	170 g/m <sup>2</sup>
Optimum Printing Environment . . . . .	70°F (30-70%RH) . . . . .	70°F (30-70%RH)
Recommended Printing Devices . . . . .	.printers 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](http://magicinkjet.com) web site.

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For more information, call 1-800-628-86040  
or visit our website: [www.magicinkjet.com](http://www.magicinkjet.com)

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

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