

# PHOTOREALISTIC PAPERS DMPS150

Semi-Gloss, Non-Resin-Coated Paper

*Making all Great Images Count*



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

## MARKET APPLICATIONS

- Photo Reproductions
- Economy Signage
- POP / Retail signage
- Displays

## PRODUCT DESCRIPTION

- 5 mil, non-resin-coated photopaper
- Economical
- Semi-gloss surface
- Dye ink compatible

## GENERAL AVAILABILITY

<u>DMPS150</u>	<u>Part #</u>
24" x 100'	61404
36" x 100'	61405
36" x 300'	61491
42" x 100'	61403
50" x 100'	61406
50" x 300'	61482

## FEATURES & BENEFITS

- No bubbling during lamination
- Universal dye ink compatibility
- Lightweight for easy mounting
- Aqueous pigment ink compatibility
- Lowest paper cockle in its class

## MEDIA COMPATIBILITY

Designed to offer exceptional print performance on Hewlett-Packard DesignJet® series, Canon® 8400D, Epson Stylus® 9000/10000 printers, and other water-based piezo printer systems.

\* 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)

**Phone:** 1-800-628-8604

**Fax:** 1-800-861-4128

**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).

**Date:** December 2010

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*InteliCoat Technologies®*

# MAGIC<sup>®</sup> PRODUCT APPLICATIONS GUIDE

## DMPS150

InteliCoat



Digital Imaging  
Substrates

### SEMI-GLOSS PHOTOREALISTIC PAPER

MAGIC<sup>®</sup> DMPS150 is an economical, low glare photorealistic paper for use on Hewlett-Packard DesignJet<sup>®</sup>, Canon 8400D<sup>®</sup>, 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 low glare surface of the DMPS150 provides for optimum viewing in any lighting environment. DMPS150 is ideal for large quantity runs and easy lamination.

### PHYSICAL PROPERTIES

Caliper. . . .5.4 mil . . .135 microns	Brightness . . . . . 95
Basis Weight . . . 166 g/m <sup>2</sup> . . . 4.9 oz/yd <sup>2</sup>	Opacity. . . . . 99%
Gloss (60%) . . . 47	Optimum Printing Environment . . . 70° F / 21° C
Whiteness . . . . .115	. . . . . 30%-70%

### APPLICATIONS GUIDELINES

**Printer and Ink Compatibility:** DMPS150 may be printed on almost all thermal ink jet printer systems equipped with dye-based inks. Compatible thermal systems include: Hewlett Packard DesignJet<sup>®</sup> 2000/3000/5000 series, Canon 8400D, and water-based piezo such as Epson Stylus<sup>®</sup> 9000/10000 printer systems.

**Printer Settings:** Use "Semi-Gloss Photo" mode on DesignJet 2000/3000 series. "Photo Imaging Gloss" mode on HP DesignJet 5000 series. The recommended maximum ink saturation level is 300%. 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. Waiting 24 hours is optimum.

**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.

**Material Handling & Storage:** To protect unused material, store material in its original packaging, in the poly bag at 72° F (+/-5).

### FINISHING RECOMMENDATIONS

**Lamination:** DMPS150 may be overlaminated with most cold laminates and low temperature hot laminates, but cold are preferred and give better adhesion results. Allow image to completely dry before handling or laminating. 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.

### RECYCLE AND DISPOSAL



paper

Disposal by recycling of ink jet media is the preferred method. Where recycle markets do not exist, disposal by landfill or an approved incinerator is acceptable. See the Magic Technical Bulletin @[www.magicinkjet.com](http://www.magicinkjet.com)

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For more information, call 1-800-628-8604,  
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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