

COATED MATTE PAPER WITH PSA  
**Magiclée® & Magic® Firenze 170 PSA (DMPG170 PSA)**

170 gms Matte Ink Jet Paper with Adhesive Back

*Making all Great Images Count*



**magiclée**

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

**MARKET APPLICATIONS**

- General Purpose Signage
- Posters
- POP Displays, Trade Show Graphics

**PRODUCT DESCRIPTION**

- 170 gms heavyweight poster paper; Permanent, solvent-based, pressure-sensitive adhesive; release liner
- One-side imageable
- Matte surface; high opacity
- Bright white
- Compatible with dye and pigment inks, water-based ink systems

**GENERAL AVAILABILITY**

| <u>Firenze 170 PSA</u> | <u>Part #</u> |         |
|------------------------|---------------|---------|
| 24" x 10'              | 70380         | 2" core |
| 24" x 100'             | 64647         | 3" core |
| 42" x 100'             | 46858         | 3" core |
| 50" x 100'             | 46528         | 3" core |

**FEATURES & BENEFITS**

- One-side-imageable with pressure-sensitive adhesive
- Dye or pigment inks in wide variety of water-based printer systems
- Heavy weight paper and PSA coating combination is designed to reduce paper cockle and provide easy handling during the mounting application.

**MEDIA COMPATIBILITY**

Compatible printers include Canon, Epson, Encad and other piezo, water-based systems.

Firenze 170 PSA can be used on the HP DesignJet® 2000/3000/5000 series with dye-based and pigment inks; however, expect reduced black density and slightly less print quality. Note: Not compatible with HP 1000 series.

\* For complete Magiclée® and Magic® product sets, refer to Media Printer Ink Set Compatibility Charts.

\* For additional product details – including printer settings, lamination, finishing and mounting 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

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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).

**Date:** October 2009

# MAGICLEE®/ MAGIC®APPLICATIONS GUIDE

MagicLée

## Firenze 170 PSA (DMPG170 PSA)

### Pressure-Sensitive Presentation Grade Paper

InteliCoat



Digital Imaging  
Substrates

Firenze170 PSA is a one side-imageable, 170 gram poster paper with a permanent pressure-sensitive adhesive (PSA) and a release liner. The heavy weight paper and PSA coating combination is designed to reduce paper cockle and provide easy handling during the mounting process. Firenze170 PSA is ideal for posters and POP displays and can be used with both water-base thermal and piezo ink jet systems

### PHYSICAL PROPERTIES

|                                      |                                |                      |
|--------------------------------------|--------------------------------|----------------------|
| Total Caliper . . . . .              | 12.8 mil . . . . .             | 326 microns          |
| Caliper of Release Liner. . . . .    | 4.5 mil . . . . .              | 115 microns          |
| Basis Weight of paper . . . . .      | 170 g/m <sup>2</sup> . . . . . | 5 oz/yd <sup>2</sup> |
| Adhesive Type . . . . .              | Permanent Solvent-based        |                      |
| Whiteness . . . . .                  | .121                           |                      |
| Opacity . . . . .                    | 94%                            |                      |
| Optimum Printing Environment . . . . | 70° F /21 °C (30-70% RH)       |                      |

### APPLICATION GUIDELINES

**Printer & Ink Compatibility:** Firenze170 PSA may be printed on Canon iPF series, Epson Stylus series, and other thermal and piezo aqueous printers. Firenze170 PSA may also be printed on the Hewlett-Packard DesignJet 2000/3000/5000 series printers with dye-based and pigment inks but expect reduced black density and slightly less print quality. This product is not compatible with HP 1000 series. Pigment inks offer a more stable image, less subject to light fade.

**Printer Settings:** To optimize print quality, printers should be set for the highest print quality, and "Heavy Weight Paper" mode. The recommended maximum ink saturation level is 200% for all printer types. Ink saturation limits can vary due to ink types, ink drop volume and humidity, so ink saturation levels should be optimized for specific printers, ink, and software combinations. Over saturation will result in paper cockle and possibly head strike. This paper works best in an environment between 18-30°C or 65-86°F and between 30-70%RH. Longer ink dry times will occur at higher RH environments.

**Material Handling:** Store unused media as well as prints waiting for lamination or mounting in an environment of less than 50% RH. In high humidity, the paper will absorb moisture, and this will interfere with lamination adhesion and print performance.

### FINISHING RECOMMENDATIONS

**Surface Preparation & Recommended Surfaces:** Always ensure that the receiving surface is thoroughly cleaned, free of dust, dirt or cleaner residues. Painted metal, glass and standard graphic art mounting board surfaces should be cleaned with standard glass cleaners or isopropyl alcohol (IPA). Poor surface conditions will cause adhesion loss or failure. The product is designed for use on smooth, flat indoor surfaces such as: Stainless steel, glass, acrylics, ABS, polycarbonate, Plexiglas®, Foam Core®, and Sintra®. Textured surfaces and wood tend to promote poor adhesion. Application of this product to dry wall is not recommended due to the potential difficulties in removal. Always pretest your specific substrate prior to actual application.

**Laminating:** To give added surface protection from dirt and abrasion, a pressure-sensitive overlamine is recommended. Heat activated laminates should not be used because the heat can degrade the adhesive peel strength. Overlaminating one side may cause the product to curl toward the laminated side and the edges to lift.

**Removal:** Removal will require physical scraping or use of solvents as this is a paper-based product with a strong solvent-based permanent adhesive. By inserting a sharp knife or razor under a corner of the graphics carefully, the graphic will remove in fairly large strips. Most residue can be removed by soaking with a mild solvent such as isopropyl alcohol or ethanol.

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For more information, call 1-800-628-8604,  
or visit our website: [www.magicinkjet.com](http://www.magicinkjet.com)

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

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