

MAGIC® APPLICATIONS GUIDE

PHOTO PRO

Satin Universal Photobase

InteliCoat



Digital Imaging
Substrates

Magic®Photo Pro is a 9.7 mil microporous photobase with a satin finish. Photo Pro is compatible with thermal and piezo waterbase ink jet printer systems with dye and pigment inks. The universal coating provides vibrant colors and instant dry times, even with pigment inks. These products will produce long-lasting, stable, ink jet images.

PHYSICAL PROPERTIES

Gloss (60°)	24
Caliper	9.7 mil 7.4 microns
Basis Weight	235 g/m ² 6.9 oz/yd ²
Whiteness	117
Brightness	99
% Opacity	96

APPLICATIONS GUIDELINES

Printer and Ink Compatibility: Photo Pro photobase paper may be used on most thermal and piezo water-based printing systems such as: Hewlett-Packard DesignJet®, Epson Stylus®, Encad Novajet®, Colorspan® Displaymaker series, and Canon® iPF series. Both dye and pigment inks can be used. Ink dry times will be dependent on ink saturation level and humidity.

Printer Settings: To optimize print quality, printers should be set for the highest print quality or photobase print mode. The recommended media settings are: "Durable Gloss UV" in HP5000 series, "High Gloss Photo" for HP1000/2000/3000 series, "Glossy Photo" for Canon iPF series, "Premium ID Glossy Photo" for HPZ3100/6100, and "1400 dpi or "Photo"" for water-based piezo printers. Ink saturation limits can vary due to ink types, ink drop volume and humidity, so ink saturation levels should be optimized for specific printer, ink and software combinations. Over saturation will result in paper cockle and possibly head strike. Photo Pro photobase paper works best in an environment between 18-30°C or 65-86°F and between 30-80%RH. Longer ink dry times will occur at higher RH environments.

Color Calibration: ICC color profiles may be obtained for selected RIP, ink and printer combinations on the magicinkjet web page. Profile solutions are continually being generated, so consult the web page for current availability.

Image Stability: Pigment inks offer a more stable image from light & oxidative fade. Due to the nature of microporous coatings, dye-based ink images will fade quicker than images printed on non-microporous coatings. The fade can be avoided if prints are laminated after printing, which prevents the oxidation related fade.

Material Handling: Careful handling after printing is recommended. Although the material is not intended for outdoor use, the coating does offer limited water resistance.

FINISHING RECOMMENDATIONS

Lamination: This product can be overlaminated with most cold laminates and low temperature laminates, but cold are preferred and give better adhesion results. 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 paper, preventing moisture absorption and paper splitting from the undue stress of the heavy gauge laminating films. Use laminates of equal gauge when encapsulating to prevent image curl. Overlaminating will decrease the rate at which the images fade, but due to the optical characteristics of the material, dye-based ink density may appear less vibrant when laminated. Lamination can be done immediately after printing as long as the image is dry to touch, where inks do not smudge or smear to the touch. Avoid direct contact of image side to lamination rolls as sticking may occur. Cold, pressure-sensitive adhesives typically provide the most aggressive bonds and are recommended for use with this product.

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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.

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