

# MAGICLEE® / MAGIC® APPLICATIONS GUIDE

MagicLée

Siena 250G & Siena 250L

InteliCoat



Digital Imaging Substrates

## NEXT GENERATION RESIN COATED PHOTOBASE PAPER

Siena 250 products are the latest next-generation resin coated photobase papers for high speed, thermal and piezo waterbased inkjet 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 never before possible with dye-only compatible media. Siena 250 photobase papers are available in both gloss and lustre finishes.

### PHYSICAL PROPERTIES

Gloss (60°) . . . . . 43 (Gloss) . . . . . 21 (Lustre)	Whiteness . . . . . 108
Caliper . . . . . 10 mil . . . . . 255 microns	Brightness . . . . . 92
Basis Weight . . . . . 255 g/m <sup>2</sup> . . . . . 7.5 oz/yd <sup>2</sup>	% Opacity . . . . . 95

### APPLICATIONS GUIDELINES

**Printer and Ink Compatibility:** Siena 250 products can be used on most thermal and piezo water-based printing systems such as: Hewlett-Packard DesignJet®, Epson Stylus®, 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, "Premium Glossy Photo/best" for HPZ series, "Premium Glossy Photo 250/1440dpi/fast/fine" for Epson series, and "Glossy Photo/std" for Canon 8000 series. 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. Siena 250 products work 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.

**Image Stability:** Color stability is strongly dependent on the ink used. Images are affected by temperature, humidity, indoor daylight and ozone. The overall life expectancy of an image will be determined by the environment factor that is more destructive than the storage and use conditions. Unlaminated image stability, in general terms, is shown in the chart below.

Application	lux/hr per day	Printers	Years
Living room	300/12	Epson 7800/ 9600	30
		Canon iPF 5000/ HPZ3100	40
Light Box	600/12	Epson 7800/ 9600	1.5
		Canon iPF 5000/ HPZ3100	2
Exhibition	1000/12	Epson 7800/ 9800	8
		Canon iPF 5000/ HPZ3100	12

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

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

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