

FINE ART CANVAS Magiclée® Torino 17M

Artist Stretch Canvas for Pigment Printer Systems

Making all Great Images Count



magiclée

www.magicinkjet.com

MARKET APPLICATIONS

- Photo /Portrait
- Fine Art Reproductions
- Museum Art / Photo Display / Maps
- Banners

PRODUCT DESCRIPTION

- 17 mil artist stretch canvas
- Matte finish; subtle texture; pH neutral
- Poly/cotton blend
- Pigment inks recommended for longer-lasting images
- Compatible with most dye-based inks for short-term indoor reproductions

GENERAL AVAILABILITY

<u>Torino 17M</u>	<u>Part #</u>
17" x 50'	70935
24" x 50'	70936
36" x 50'	70937
42" x 50'	70938
44" x 50'	70939
50" x 50'	70940
54" x 50'	70941
60" x 50'	70942

Core = 3" core with a 2" core adapter

FEATURES & BENEFITS

- Superior color gamut and resolution
- Matte finish
- pH neutral
- Long-term, fade-resistant reproductions when imaged with pigment inks
- Water resistance when imaged with pigment inks

MEDIA COMPATIBILITY

May be used on most thermal and piezo water-based printing systems – including Epson Stylus®, Hewlett-Packard DesingJet®, and Canon iPF series.

***Note:** It is recommended that the automatic cutter be turned off within the printer system. Some printer blades may not be able to trim this media.

* For complete Magic® product set, refer to Magic Printer Compatibility Chart under Technical Support on www.magicinkjet.com.

* For additional product details – including printer settings and finishing guidelines – see Application Guide under Tech Support of www.magicinkjet.com

* For ICC profile availability, see 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.

Date: March 2011

PRODUCT APPLICATIONS GUIDE



TORINO 17M

INK JET STRETCH CANVAS FOR PIGMENT PRINTER SYSTEMS

MAGICLEE® Torino 17M is a matte finish, pH neutral artist stretch canvas designed for long-term, fade resistant fine art or photo reproductions when imaged with pigment inks. The polyester/cotton blend canvas has a specifically designed coating which delivers superior color gamut and resolution. Torino 17M has the added bonus of water resistance when printed with pigment inks.

PHYSICAL PROPERTIES

Caliper	.17 +/-2 mil.	433 microns
Basis Weight	.374 g/m ²	11.0 oz/yd ²
Gloss (60°)	2.1	
Whiteness	107	
pH value	7.1 (neutral)	
Flame Spread Classification	Class A based on ASTM E84 test method	

Torino 17M passes 100 year Display Purance Rating from Wilhelm Imaging Research, Inc. Refer to the Fine Art Media Image Stability Performance bulletin.

APPLICATIONS GUIDELINES

Printer & Ink Compatibility: Torino 17M is compatible on Encad NovaJet®/Pro/Proe, ColorSpan® Displaymakers, all Hewlett-Packard DesignJet® series printers (500/800/1000/2000/3000/5000), and most water-based piezo printers, such as the Epson Stylus® series. It is recommended to use pigment inks for longer-lasting images. The use of dye-based inks can result in premature fading especially with Encad GX, Ilford® Archiva, or ColorSpan® Endurachrome inks.

Printing: Ink coverage of up to 250% is recommended. Due to the heavy weight of the canvas, feed rate through the printers may not be consistent, causing prints to differ slightly in size from print to print or from the expected size after RIP'ing. To optimize print quality, printers should be set for highest print quality. Media selection should be "Studio Canvas" (HP 2000/3000/5000 series). ICC color profiles can be obtained for selected RIP, ink and printer combinations on the magicleeinkjet.com web page. Profile solutions are continually being developed and the web page updated, so periodically consult the web page for profile availability.

Base Consistency: The imaging layers of the material will be consistent, yielding repeatable image performance, but due to the material being a natural base, white point and fabric weave can vary from lot to lot of material.

Mounting: After printing, material should be permanently attached to a rigid board or frame with staples or tacks. Using glue or pressure sensitive adhesives is not recommended, as this does not prevent the material from natural environmental shrinkage over time. When the material shrinks, the adhesive may fail, causing edges to curl and possible delamination. Shrinkage may also cause spacing between paneled job not mounted properly. All edges of the material should be affixed to the mounting surface to prevent the edges from curling. Canvas may be mounted onto a stretch frame. When stretched improperly, all canvas is susceptible to cracking. See Magiclee Technical Bulletin "Mounting Canvas onto a Stretcher Frame" on the Magicleeinkjet.com web site.

Water Resistance: Torino 17M has a high degree of water resistance when pigment inks are used. The water resistance may be affected if the recommended ink saturation level is exceeded.

Surface Protection: Liquid laminates are compatible and provide excellent surface protection. Always pretest the liquid laminate for compatibility prior to using. Clearstar's Clearshield Type C Gloss (for pigment inks), Clearjet A-2000 (for dye inks) formulas are recommended. For more information, log onto their website www.clearstarcorp.com. It is not recommended to overlaminate with pressure sensitive laminates because they do not have complete contact with the surface of the textured canvas. Delamination may result.

Storage: Material should be stored at 72° F (+/-5°) for no more than 1 year. After use, the roll should be stored in its original packaging.

PRINTER LOADING INSTRUCTIONS

HP, ENCAD NovaJet, and Water-Based Piezo Printers:

Torino 17M may be loaded into the printer in roll or sheet form. Before loading canvas, the cutting mechanism MUST be turned off or removed. If you do not turn off the cutter, the printer head may jam during the cutting sequence. Once the canvas is loaded, and before printing, advance the front edge 2 to 3 inches past the printhead to avoid head strike. After a print is completed, manually cut the print from the roll and remove the roll from the printer. Always cut a straight & square feed edge before loading any media. HP 5000 series printers requires the sheet to be at least 22" in length. When feeding the canvas, make sure you insert the left and right edges simultaneously, allowing the printer to take the media.

USA
28 Gaylord Street
South Hadley MA 01075-2894
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For more information, call 1-800-628-8604,
or visit our website: www.magicleeinkjet.com

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

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