

DIGITAL FINE ART & PHOTO PAPERS:

Magiclée® Torino Décor™ Economical Ink Jet Artist Stretch Canvas Poly/Cotton Blend

Magiclée®

www.magicleeinkjet.com



from the makers of

MARKET APPLICATIONS

Production home and décor art
Fine Art Reproductions
Photo Display / Maps
Banners

PRODUCT DESCRIPTION

Economical Magiclée canvas, matte finish, 19.5 mils
Poly/cotton blend
Bright white
pH value 6.1
For use on thermal and piezo ink jet printers
Recommend pigmented inks for longer lasting images
Dye-based inks can be used for short-term, indoor images

STANDARD SIZES

Torino Décor™

Part

17" x 10'	68933
17" x 40'	68935
24" x 40'	68934
36" x 10'	68724
36" x 40'	68725
42" x 40'	68726
50" x 40'	68727

FEATURES & BENEFITS

Designed for production home and décor art
Matte finish, economy-grade canvas
Lightweight construction
Bright white, consistent smooth surface
Water resistance when printed with pigment inks at recommended ink load
Compatible with dye-based inks for short-term, indoor applications

PRINTER COMPATIBILITY

Can be used on most thermal and piezo water-based printing systems – including Epson Stylus®, Hewlett-Packard DesignJet®, Encad Novajet®, and ColorSpan DisplayMaker® series

Pigment inks are preferred and give longer-lasting images; dye inks can be used. The use of dye-based inks can result in premature fading, especially with Encad GX, Ilford Archiva®, or ColorSpan Endurachrome® inks.

- * For complete Magiclée® product set, refer to Magiclée Printer Compatibility Chart
- * For additional product details - including printer settings, and lamination, and mounting guidelines - **see Application Guide** under Tech Support of www.magicleeinkjet.com
- * For ICC profile availability, see www.magicleeinkjet.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.magicleeinkjet.com.

Date: April 2007

PRODUCT APPLICATIONS GUIDE



TORINO DECOR Digital Fine Art & Photo Paper ECONOMICAL INK JET STRETCH CANVAS

MAGICLEE® Torino Decor is a matte finish, economy grade canvas designed for decor art production. The smooth polyester/ cotton blend canvas has a light weight construction with a bright white, consistent matte surface. Torino Decor has the added bonus of water resistance when printed with pigment inks. Torino Decor is also compatible with dye-based inks for short-term indoor reproductions.

PHYSICAL PROPERTIES

Caliper.....	19.5 +/-2 mil.....	487.5 microns
Basis Weight.....	347 g/m ²	10.2 oz/yd ²
Gloss (60°).....	2.1	
Whiteness.....	102	
pH value.....	6.1	
Flame Spread Classification.....	Class B*	

*Based on ASTM E84 test method

APPLICATIONS GUIDELINES

Printer & Ink Compatibility:	Torino Decor 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. All canvas is susceptible to edge cracking if stretched improperly. See Magiclee Technical Bulletin "Mounting Canvas onto a Stretcher Frame" on the Magicleeinkjet.com web site.
Water Resistance:	Torino Decor 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 with pressure sensitive laminates because they do not have complete contact with the surface of the textured canvas. Delamination may result.

PRINTER LOADING INSTRUCTIONS

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

Torino Decor 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. 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 from you.

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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