

MAGIC® SOLVENT INK JET  
**Magic® Torino Décor™**  
Economical Ink Jet Artist Stretch Canvas  
*Poly/Cotton Blend*

*Making all Great Images Count*



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

**MARKET APPLICATIONS**

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

**PRODUCT DESCRIPTION**

Economical Magic brand canvas, matte finish, 19.5 mils  
Poly/cotton blend  
Bright white  
pH value 6.1  
Compatible with solvent and eco-solvent printers

**STANDARD SIZES**

**Torino Décor™**

	<u>Part #</u>
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 décor art production  
Matte finish, economy-grade canvas  
Lightweight construction  
Bright white, consistent smooth surface  
High degree of water-resistance when printed with solvent inks

**PRINTER COMPATIBILITY**

Torino Décor can be printed on most solvent and eco-solvent ink jet printing systems, such as: Mimaki JV3/JV5, Mutoh Toucan, Mutoh Falcon Outdoor, DGI, Vutek, Nur, Scitex, HP DesignJet 8000/9000/10000, Roland VersaCamm, Roland SolJet, Mutoh ValuJet, etc.

- \* For complete Magic® product set, refer to Magic Grand Format and Solvent Ink Jet Media Printer Ink Set Compatibility Chart
- \* For additional product details – including printer settings, media loading instructions, 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  
**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](http://www.magicinkjet.com).

**Date:** April 2007

# MAGICLEE / MAGIC APPLICATIONS GUIDE

**MagicLée**

**InteliCoat**



Digital Imaging  
Substrates

## TORINO DECOR

ECONOMICAL STRETCH CANVAS

for AQUEOUS & SOLVENT INK JET PRINTING SYSTEMS

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 being water resistant with aqueous pigment, solvent, and eco-solvent ink jet inks. Torino Decor is compatible with dye-based inks for short-term indoor reproductions.

### PHYSICAL PROPERTIES

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

\*Based on ASTM E84 test method

### APPLICATION GUIDELINES

<b>Printer &amp; Ink Compatibility:</b>	Torino Decor is compatible on Encad Novajet <sup>®</sup> Pro/Pros, ColorSpan <sup>®</sup> Displaymakers, all Hewlett-Packard DesignJet <sup>®</sup> series printers (500/800/1000/2000/3000/5000), and most water-based piezo printers, such as Epson Stylus <sup>®</sup> series. It is recommended to use pigment inks for longer-lasting images. The use of dye-based inks can result in premature fading. Torino Decor may also be printed on most solvent and eco-solvent ink jet printing systems such as: Mimaki JV3/JV5, Mutoh Toucan, Mutoh Falcon Outdoor, DGI, Vutek, Nur, Scitex, HP DesignJet 8000,9000,1000, Roland Versa Camm, Roland SolJet, Mutoh Value Jet, etc.
<b>Printing:</b>	On aqueous systems, 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. Media selection: "Studio Canvas", HP series. For solvent and eco-solvent systems, optimized print settings will vary from printer manufacturers. Recommended ink saturation level is 300% for 720dpi, 8 pass. Recommended heater settings of 45 °C for pre-heat, and 40 °C for print heat have been found to be a good starting point. ICC profiles may be obtained for selected RIP, ink, and printer combinations on the <a href="http://magicinkjet.com">magicinkjet.com</a> web site.
<b>Base Consistency:</b>	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.
<b>Mounting:</b>	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, canvas is susceptible to edge cracking. See Magic Technical Bulletin "Mounting Canvas onto a Stretcher Frame" on the <a href="http://Magicinkjet.com">Magicinkjet.com</a> web site.
<b>Water Resistance:</b>	Torino Decor has a high degree of water resistance when printed with aqueous, solvent, and eco-solvent pigment inks. The water resistance may be affected if the recommended ink saturation level is exceeded.
<b>Surface Protection:</b>	Liquid laminates are compatible and provide excellent surface protection. Always pretest the liquid laminate for compatibility prior to using. Clearstar's formulas are recommended. For more information, log onto their website: <a href="http://www.clearstarcorp.com">www.clearstarcorp.com</a> . 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.

### PRINTER LOADING INSTRUCTIONS

**All ink jet printer:** Torino Decor may be loaded into the printer in roll or sheet form. Cut a straight and square feed edge before loading any media. Before loading canvas, the cutting mechanism **MUST** be turned off. 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 the print is complete, manually cut the print from the roll and remove the roll from the printer. The HP series printers require the sheet 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.

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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.

05/05/08