

PHOTOREALISTIC PAPERS Magic® TOTAL PHOTO™ M

Universal, Matte Photorealistic Paper
For Aqueous Dye & Pigment and Solvent Systems

Making all Great Images Count



www.magicinkjet.com

MARKET APPLICATIONS

- Quality Photographic Reproductions
- POS Graphics
- Premium Indoor Signage
- Posters

PRODUCT DESCRIPTION

- 6.5 mil photorealistic paper
- Aqueous dye & pigment, solvent & eco-solvent compatibility
- Ultra-smooth, matte surface, sealed base sheet

GENERAL AVAILABILITY

<u>Total Photo M</u>	<u>Part #</u>
24" x 10'	70409
50" x 100'	68978
60" x 100'	68981

FEATURES & BENEFITS

- Photo-quality matte images on multiple printing systems
- High-caliper, sealed base sheet eliminates cockle & promotes easy handling during finishing
- High ink saturation provides a rich density for photographic images
- Lamination recommended when an image will be exposed to repeated physical handling or when prolonged product life is needed

MEDIA COMPATIBILITY

Designed to offer exceptional print performance on Hewlett-Packard DesignJet® series, Epson Stylus®, and Canon® series printers equipped with pigment inks. Although dye-based inks provide a higher color gamut, ink fade can occur.

In addition, Total Photo can be used in most solvent and eco-solvent ink jet printing systems such as those manufactured by Vutek, Mimaki, and Mutoh.

* 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 lamination guidelines – see Application Guide under Tech Support of www.magicinkjet.com

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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: December 2010

MAGIC® APPLICATIONS GUIDE

TOTAL-PHOTO M™ / UNIVERSAL

Matte Photorealistic Paper For Aqueous Dye & Pigment & Solvent Systems

InteliCoat



Digital Imaging
Substrates

MAGIC® Total-Photo M™ is a 6.5 mil universal matte photorealistic paper for use on both aqueous dye & pigment as well as solvent and eco-solvent ink jet printers. The ultra smooth matte surface, combined with high ink saturation provides a rich density for photographic images. The high caliper and sealed base sheet eliminates cockle and promotes easy handling during lamination and mounting. Total-Photo M is ideal for photo reproductions, P.O.P. graphics, premium indoor signs, and posters.

PHYSICAL PROPERTIES

Caliper	6.5 mil / 165 microns
Basis Weight	176 g/m ²
Opacity	97%
Whiteness	111
Gloss of Print Side (60°)	2.4
pH value	6.6 (pH neutral)
Optimum Printing Environment . . .	70°F (35-70% RH)
Recommended Printing Device . . .	Aqueous Dye & Pigment & Solvent & Eco-solvent

APPLICATIONS GUIDELINES

Imaging: The print side is the matte side and it is wound to the outside of the roll.

Printer & Ink Compatibility: Total-Photo M™ is totally universal and compatible with printers such as HP DesignJet®, Epson Stylus®, and Canon® series printers as well as solvent and eco-solvent systems manufactured by Vutek®, Mimaki®, and Mutoh®, etc. Although dye-based inks provide a higher color gamut, ink fade can occur.

Printer Settings: To optimize print quality, printers should be set for the highest print quality. The media selection is "Heavy Weight Coated Paper" for the HPDesignJet series printers, 200% max ink saturation. Media setting for the Epson 9800UC/K3 MK is "Ultra Smooth Fine Art, 2880 dpi, finest detail, edge smoothing". Media setting for the Epson 9600 UC/MK is "Smooth Fine Art, 1400 dpi, finest detail, edge smoothing". To optimize print quality on the solvent ink jet printers, 720 dpi bi-direction will offer the best results. Optimized printer settings will vary from printer manufacturer. 45°C to 55°C is a good temperature starting point for both pre and post heaters.

Water Resistance: Total-Photo M in conjunction with pigment inks has excellent water resistance. Dye-based inks have a moderate level of water resistance. Lamination is recommended when an image will be exposed to repeated physical handling or when prolonged product life is needed.

Light Stability: Pigment inks provide the best long-term UV fade and water resistance.

Material Storage: To protect unused material, store material in its original packaging, in the poly bag at 72°F (+/-5).

FINISHING RECOMMENDATIONS

Lamination: Total-Photo M may be overlaminated with most cold laminates and low temperature hot laminates, but cold are preferred and give better adhesion results. Make sure the images are completely dry prior to laminating. 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.

Mounting: Cold, pressure-sensitive adhesives typically provide the most aggressive bonds and are recommended for use with Total-Photo M.

RECYCLE AND DISPOSAL



paper

Disposal by recycling of ink jet media is the preferred method. Where recycle markets do not exist, disposal by land fill or an approved incinerator is acceptable. See to Magic Recycle Technical Bulletin @ www.magicinkjet.com.

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InteliCoat Technologies

For more information, call 1-800-628-8604,
or visit our website: www.magicinkjet.com

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

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