

## DIGITAL FINE ART & PHOTO PAPERS:

# Magiclée® Verona 225S & 335S

Smooth, 100% Cellulose Fine Art Paper  
225 & 335 gsm

Magiclée®

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



from the makers of

### MARKET APPLICATIONS

Art Reproduction  
Original Art  
Commercial Art  
Photo Reproduction

### PRODUCT DESCRIPTION

225 & 335 gsm natural white, cellulose fine art base paper  
Traditional matte finish  
Free of optical brighteners  
pH of 7.22 (Tappi Method T509)  
Smooth surface  
Optimized whiteness  
Water-resistant coating with pigmented inks  
Thermal and piezo printer compatible

### STANDARD SIZES

	<u>Verona 225S</u>	<u>Verona 335S</u>
	<u>Part #</u>	<u>Part #</u>
8.5" x 11" – 25 sheets	65688	65689
13" x 19" – 50 sheets	65666	65677
17" x 35'	66249	66250
24" x 35'	65669	65680
36" x 10'	65670	65681
36" x 35'	65517	65521
42" x 35'	65671	65684
44" x 35'	65672	65686
50" x 35'	65674	65687

**Note:** 3" cores

### FEATURES & BENEFITS

100% cellulose fine art paper, smooth surface  
Instant-dry images  
Acid-free coating and base  
Coating maximizes color gamut and gray scale  
No optical brighteners  
225 & 335 gsm weights, available in sheets and rolls  
Works with dye and pigment, thermal and piezo printers  
Photographic quality with superior color fidelity can be achieved with these products

### PRINTER COMPATIBILITY

These papers are compatible with Epson and Roland water-based piezo printers and Hewlett-Packard DesignJet® 5000 series printers. It is recommended that pretesting occur to determine compatibility with other printers.

The universal coating can be printed with both dye and pigmented inks.

For optimal archival performance, it is best to keep Verona papers away from all non-acid-free substrates.

\* For complete Magiclée® product set, refer to Magiclée Printer Compatibility Chart

\* For additional product details – including printer settings, tips and surface protection guidelines – see Application Guide under Tech Support of [www.magicleeinkjet.com](http://www.magicleeinkjet.com)

\* For ICC profile availability, see [www.magicleeinkjet.com](http://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.magickinkjet.com](http://www.magickinkjet.com).

**Date:** June 2006

# PRODUCT APPLICATIONS GUIDE



## Verona 225S & Verona 335S

### Digital Fine Art & Photo Paper

225 & 335 Gram Smooth Photo Fine Art Paper for Digital Reproductions (FAP 185S & FAP 300S)

Magiclee® Verona 225S and Verona 335S are 225 gram smooth and 335 gram smooth digital fine art papers with a traditional matte finish designed for fade resistant reproductions. This natural white 100% cellulose fine art paper is designed with a water-resistant coating that is free of optical brighteners. Photographic quality with superior color fidelity can be achieved with Verona 225S & Verona 335S photo fine art papers.

#### PHYSICAL PROPERTIES

Caliper (225g).....	13 +/-1 mils (325 microns)	Whiteness.....	83
Caliper (335g) .....	19 +/- 1 mil (475 microns)	Brightness.....	90
Basis Weight.....	225g/m <sup>2</sup>	Brighteners.....	none
Basis Weight.....	335g/m <sup>2</sup>	Smoothness .....	265
pH value .....	7.22 (Tappi Method T509)	Image Permanence.....	Testing in Progress

#### APPLICATIONS GUIDELINES

**Printer & Ink Compatibility:** These paper are compatible on Epson & Roland water-based piezo printers and Hewlett-Packard DesignJet® 5000 series printers. It is recommended to pretest these papers on other printer systems for compatibility. The universal coating can be printed with both dye and pigmented inks. Pigmented inks offer a more stable image from light fade.

**Printing:** These papers will accept ink coverage up to 400% on the printer systems listed above. Due to the heavy weight of the paper, the 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. When first out of the box, Verona 335 may exhibit roll curl. Unwind the paper and allow to equalibrate before printing. It is recommended to turn off the automatic printer cutter option. To optimize print quality, printers should be set for highest print quality. Use photobase or watercolor paper settings. ICC color profiles can be obtained for selected RIP, ink and printer combinations on the web page given below. 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 paper will be consistent yielding repeatable image performance.

**Mounting:** Museum mounting techniques should be followed, including Japanese hinges and mylar corners. For fine art care and treatment standards, log onto [www.artfacts.org/standards](http://www.artfacts.org/standards).

**Handling:** These fine art papers are not scuff-proof and should be treated as fine art and interleaved with acid-free paper or glassine slip sheets.

**Framing:** Imaged sheets may be framed under glass or other physical surface protection methods. For more information about framing, log onto the Professional Framing Association website at [www.pffa.com](http://www.pffa.com).

**Surface Protection:** It is recommended to follow industry standards when mounting fine art media. Fine art media is typically mounted behind glass for optimal image permanence. Overlaminating with Fluorex® Transfer Protection (DMFTP) Film with a two-pass process can be performed; however, Fluorex® Transfer Protection Film adds gloss to the matte papers. The following Clearstar® liquid laminates may be used: solvent-based ClearJet Fine Art Low Gloss & ClearJet A-2000 Semi-Gloss/Gloss finish, and waterbased Clearshield 20° Satin LL & Clearshield Semi-Gloss finish. It is recommended to always pretest laminates prior to performing actual application.

**Water Resistance:** A high degree of water resistance is present only when pigmented inks are used.

**Image Permanence:** Internal applications testing by IntelliCoat is in progress. Once results are obtained, they will be published in this applications guide. **It is best to keep Verona papers away from all non acid-free substrates for optimal archival performance.**

**Material Storage:** Verona 225S & Verona 335S fine art media offer best results when used one year after manufacturing date. The unused media should be stored in its original packaging in the poly bag and stored at 72° F (+/-5°).

See page 2 of this guide for fine art website address.

# PRODUCT APPLICATIONS GUIDE

## Verona 225S & Verona 335S (FAP 185S & FAP 300S)

### Digital Fine Art & Photo Paper

225 & 335 Gram Smooth Fine Art Paper for Digital Reproductions

#### FINE ART WEBSITES

<u>Contact Name</u>	<u>Website Address</u>
On-line digital art museum . . . . .	<a href="http://www.Digitalartmuseum.org">www.Digitalartmuseum.org</a>
Foundation for digital culture . . . . .	<a href="http://www.Digitalcult.org">www.Digitalcult.org</a>
On-line Art Reference . . . . .	<a href="http://www.art.net/studios/digital.html">www.art.net/studios/digital.html</a>
Digital Art Organization . . . . .	<a href="http://www.Digitalart.org">www.Digitalart.org</a>
Improving the care of artwork and keep sakes . . . . .	<a href="http://www.artfacts.org/standards">www.artfacts.org/standards</a>
Professional Pictures Framers Association . . . . .	<a href="http://www.Ppfa.com">www.Ppfa.com</a>
To find a professional framer . . . . .	<a href="http://www.framersselect.com">www.framersselect.com</a>
Digital art news letter . . . . .	<a href="http://www.palimpsest.stamford.edu/byorg/abbey/an/index/html">www.palimpsest.stamford.edu/byorg/abbey/an/index/html</a>
Magiclee Fine Art Protect Film . . . . .	<a href="http://www.magicleeinkjet.com">www.magicleeinkjet.com</a> (1-800-628-8604)
Clearstar Coatings . . . . .	<a href="http://www.clearstarcorp.com">www.clearstarcorp.com</a> (1-888-523-2778)
Superfrog Frog Juice . . . . .	<a href="http://www.FAR-FROM-NORMAL.com">www.FAR-FROM-NORMAL.com</a> (1-800-877-1907)
Bulldog Ultra . . . . .	<a href="http://www.tricoat.com">www.tricoat.com</a> (1-800-895-8000)
<u>Digital Artists:</u>	
Karin Schminke . . . . .	<a href="http://www.schminke.com">www.schminke.com</a>
Dorothy Simpson Krause . . . . .	<a href="http://www.DotKrause.com">www.DotKrause.com</a>
Bonny Lhotka . . . . .	<a href="http://www.Lhotka.com">www.Lhotka.com</a>

Please refer to the technical bulletin for a glossary of fine art terms. The technical bulletin can be obtained on the [magicinkjet.com](http://magicinkjet.com) website.