

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 ²	Brighteners.....	none
Basis Weight.....	335g/m ²	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.

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.

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.

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FINE ART WEBSITES

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

Please refer to the technical bulletin for a glossary of fine art terms. The technical bulletin can be obtained on the magicinkjet.com website.