

# PRODUCT APPLICATIONS GUIDE



## Verona 225W & Verona 335W

### Digital Fine Art & Photo Paper

#### 225 & 335 Gram Watercolor Photo Fine Art Paper for Digital Reproductions

Magiclee® Verona 225W and Verona 335W are 225 gram textured and 335 gram textured digital fine art papers with a traditional matt finish designed for fade resistant reproductions. This natural white fine art paper is designed with a water-resistant coating that is free of optical brighteners. Fine art quality with superior color fidelity can be achieved with Verona 225W & Verona 335W water color fine art papers.

#### PHYSICAL PROPERTIES

Caliper (225g).....	375 microns	Whiteness.....	83
Caliper (335g) .....	550 microns	Brightness.....	90
Basis Weight.....	242 g/m <sup>2</sup>	Brighteners.....	none
Basis Weight.....	366 g/m <sup>2</sup>	Smoothness .....	202
pH value .....	7.22 (Tappi Method T509)	Image Permanence.....	Testing in Progress

#### APPLICATIONS GUIDELINES

**Printer & Ink Compatibility:** These papers 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 225W & Verona 335W fine art media offer best results when used one year after manufacturing date. The unused media should be stored in it's original packaging in the poly bag and stored at 72° F (+/-5°).