

FINE ART PAPERS Magiclée® Verona 250 HD

Smooth, High Definition, 100% Cotton Fine Art Paper

Making all Great Images Count



magiclée

www.magicinkjet.com

MARKET APPLICATIONS

- Art Reproduction
- Original Art
- Commercial Art
- Photo Reproductions

PRODUCT DESCRIPTION

- 250 gsm natural white, 100% cotton fine art base paper
- Traditional matte finish, smooth surface
- Free of optical brighteners
- pH of 7.9 (Tappi Method T509)
- High degree of water resistance with pigment inks

Notes:

- 1) For optimal archival performance, it is best to keep Verona papers away from all non-acid-free substrates.
- 2) Handling – Product is not scuff-proof; imaged sheets should be treated as fine art and interleaved with acid-free or glassine sheets to protect the surface.

GENERAL AVAILABILITY

| <u>Verona 250 HD</u> | <u>Part #</u> |
|----------------------|---------------|
| 17" x 35' | 69287 |
| 24" x 10' | 70410 |
| 24" x 35' | 69288 |
| 36" x 35" | 69375 |
| 44" x 35' | 69289 |
| 50" x 35' | 69284 |

Core = 3"

FEATURES & BENEFITS

- 100% cotton fine art paper, smooth surface
- Exceptional color gamut; truly vibrant colors
- Beautifully defined blacks and gray tones
- No optical brighteners
- Image layers of the paper will be consistent, yielding repeatable image performance.
- Optimized for pigment inks, which offer an image less subject to light fade. Compatible with dye and pigment, thermal and piezo printers.
- **Recyclable**

MEDIA COMPATIBILITY

Designed to offer exceptional print performance on Hewlett-Packard DesignJet® series, Epson Stylus® Pro series, and Canon iPF 8000 printers.

- * 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 finishing guidelines – see Application Guide under Tech Support of www.magicinkjet.com
- * For ICC profile availability, see 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.

Date: February 2010

PRODUCT APPLICATIONS GUIDE

Magiclee

Verona 250 HD

250 Gram High Definition Smooth Fine Art Paper for Digital Reproductions

Magiclee® Verona 250 HD is a high definition fine art paper that, when printed, offers clean sharp images with an exceptional color gamut. The quality of output achievable with Verona 250 HD is one that raises the bar on expectations for truly vibrant colors as well as beautifully defined blacks and gray tones. This 250-gram, smooth, matte finish, 100% cotton paper designed specifically for fine art applications. Verona 250 HD has a water-resistant coating free of optical brighteners and is designed for use with dye, pigment, thermal and piezo printers.

PHYSICAL PROPERTIES

| | | | |
|-------------------|-----------------------------|-----------------------|---------------------|
| Caliper | 15.5 +/-1 mil (387 microns) | Whiteness..... | 88 |
| Basis Weight..... | 272 g/m ² | Brightness..... | 91 |
| pH value | 6.6 (Tappi Method T509) | Brighteners..... | none |
| | | Smoothness | 361 |
| | | Image Permanence..... | Testing in Progress |

APPLICATIONS GUIDELINES

Printer & Ink Compatibility: Verona 250 HD can be printed with Hewlett-Packard Design Jet® 5000 series, Epson Stylus® Pro Series, Canon® iPF Series, and with most piezo waterbased pigment inks. This fine art paper is compatible with dye based inks, and optimized for pigment inks. Pigment inks offer a more stable image from light fade.

Printing Settings: For Hewlett-Packard Design Jet 5000, select max quality, heavyweight coated paper. For Canon iPF series, select watercolor fine art paper, highest quality. For Epson Stylus with Ultra Chrome ink/matte black, select smooth fine art paper, 1440 or 720 dpi. For Epson Stylus with Ultra Chrome K3 ink/matte black, select smooth fine art paper, 1400 dpi. For Epson Stylus with Ultra Chrome K3 ink/photo black, select smooth fine art paper, 1440 dpi.

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.artifacts.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.ppfa.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. 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 20⁰ 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 when pigment inks are used.

Image Permanence: Internal applications testing by IntelliCoat is in progress. It is best to keep Verona papers away from all non acid-free substrates for optimal archival performance.

Material Storage: Verona fine art media offers 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°).

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 the Magic Recycle Technical Bulletin @ www.magicinkjet.com.

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IntelliCoat Technologies

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

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

02/12/10

PRODUCT APPLICATIONS GUIDE

Verona 250 HD

250 Gram High Definition Smooth Fine Art Paper for Digital Reproductions

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.framerselect.com |
| Digital art news letter | www.palimpsest.stanford.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 |

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