

# PRODUCT APPLICATIONS GUIDE



## Verona 285S Digital Fine Art & Photo Paper

### 285 Gram Smooth Fine Art Paper for Digital Reproductions

Verona 285S is a fine art paper made of 100% cotton linters and a traditional matte finish designed for long-term fade resistant reproductions. This bright, white fine art paper is acid-free and lignin-free which results in a high archival quality. Verona 285S is a mould-made, cold press, watercolor fine art paper specifically designed with a water resistant coating that is free of optical brightener. Digital giclee' with superior color fidelity can be achieved with Verona 285S fine art paper.

#### PHYSICAL PROPERTIES

Caliper .....	17 +/- 1 mil (425 microns)	Whiteness.....	90
Basis Weight.....	285 g/m <sup>2</sup>	Brightener.....	none
pH value .....	7 (Tappi method T509)	Brightness .....	90

#### APPLICATIONS GUIDELINES

**Printer & Ink Compatibility:** These paper are compatible on Epson, Roland, Canon, and Hewlett-Packard 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 pigment inks. Pigment inks are recommended as they offer a more stable image.

**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. 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. Color profiles can be obtained for selected RIP, ink & printer combinations on the web site.

**Base Consistency:** The imaging layers of the paper will be consistent yielding repeatable image performance. Due to the 100% cotton linters base, slight variation in color is expected from lot to lot. These mould-made, acid-free, lignin-free papers offers maximum stability.

**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.ppfa.com](http://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 waterbase Clearshield 200 Satin LL & Clearshield Semi-Gloss finish. It is recommended to always pretest laminates prior to performing actual application. Refer to the ClearStar web site at [www.Clearstarcorp.com](http://www.Clearstarcorp.com)

**Water Resistance:** A high degree of water resistance is present only when pigment inks are used. It is best to keep Verona 285S away from all non acid-free substrates for optimal archival performance.

#### 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](http://www.magicinkjet.com)

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For more information, call 1-800-628-8604,  
or visit our website: [www.magicleeinkjet.com](http://www.magicleeinkjet.com)

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

05/07/09

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#### 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 . . . . .	<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 [magicleeinkjet.com](http://magicleeinkjet.com) website.