

DIGITAL FINE ART & PHOTO PAPERS: Magiclée® Verona 285S

100% Cotton Fine Art Paper, Smooth

Making all Great Images Count



magiclée

www.magicinkjet.com

MARKET APPLICATIONS

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

PRODUCT DESCRIPTION

- 285 gsm Acid-Free Base Paper
- Acid-free, lignin-free, bright white fine art paper
- Smooth surface
- Thermal and piezo printer compatible

GENERAL AVAILABILITY

<u>Verona 285S</u>	<u>Part #</u>
8.5" x 11" - 50 sheets	64150
13" x 19" - 50 sheets	64152
24" x 10'	70412
24" x 35'	64144
36" x 35'	64146
42" x 35'	64147
44" x 35'	64148

Core = 3 inch

FEATURES & BENEFITS

- Acid-free coating and base
- Instant-dry images
- No optical brighteners
- Compatible with dye, pigment inks; thermal and piezo
- Available in sheets and rolls
- **Recyclable**

MEDIA COMPATIBILITY

Delivers exceptional print performance on Hewlett-Packard DesignJet® series, Hewlett-Packard Z series, Epson Stylus® Pro series with UltraChrome and K3 inks, Canon dye and pigment printers, and other aqueous piezo printers.

For optimal archival performance, keep Verona papers away from non-acid-free substrates.

- * 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 lamination 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: May 2009

InteliCoat Technologies®

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 ²	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.

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 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

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

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USA
28 GAYLORD STREET
SOUTH HADLEY MA 01075-2894

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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.

05/07/09

PRODUCT APPLICATIONS GUIDE



Verona 285S Digital Fine Art & Photo Paper

285 Gram 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.framersselect.com
Digital art news letter	www.palimpsest.stamford.edu/byorg/abbey/an/index/html
Magiclee Fine Art	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 magicleeinkjet.com website.