



# MAGIC PHOTOART230

230 g/m<sup>2</sup> premium paper  
(matte)

## PRINTER COMPATIBILITY



## DESCRIPTION

MAGIC PHOTOART230 is a smooth premium matte paper optimized for photo reproduction. Photo enlargements appear sharp and clean with exceptional color gamut. The smooth matte surface produces exceptional images with vibrant colors that look great in any lighting condition. Black and white photos exhibit beautifully defined blacks and gray tones that create a rich, detailed image with shimmering highlights.

## PHYSICAL CHARACTERISTICS

Thickness	10.5 mil
Basis Weight	230 g/m <sup>2</sup>
Opacity	95%
Whiteness	120
pH	Acid Free
Optical brighteners	Yes

*\*All values are targets*

## FEATURES AND BENEFITS

- Exclusive Magic® matte coating
- Bright white finish
- Instant dry
- Good ink adhesion
- Good line acuity
- Good black density
- Smooth matte finish
- Compatible with thermal and PSA overlaminates
- Excellent post processing and finishing

## COMMON APPLICATIONS

- Photo reproduction
- Art reproduction
- Wall décor
- Wall murals
- General posters
- General signage

## PROCESSING TIPS

- Preferred side out

## FINISHING & PRINTING

- Visit [www.magicinkjet.com](http://www.magicinkjet.com) for media profiles

## SHELF LIFE

2 years from ship date

## STORAGE CONDITIONS

Temperature	50-85° F (10-30° C)
Relative Humidity	30-65%

## OPTIMAL PRINTING ENVIRONMENT

Temperature	50-85° F (10-30° C)
Relative Humidity	30-65%