



# Magic<sup>®</sup>

*Award Winning* WIDE FORMAT  
**BEST SELLERS**

# MAGIC BEST SELLERS



## **MAGIC® DMIBOP**

11 MIL Wet Strength Paper



## **MAGIC® DMVLA5**

6 MIL Calendered Vinyl with Permanent PSA



## **MAGIC® FAB6**

7 MIL Polyester Woven Fabric



## **MAGIC® FIRENZE**

6.5 MIL (FIRENZE132)  
8 MIL (FIRENZE170)  
Premium Paper



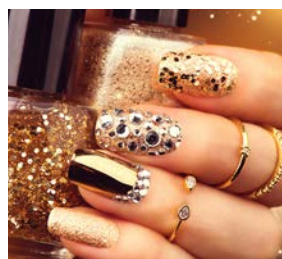
## **MAGIC® GFCVM**

15 MIL Poly/Cotton Canvas



## **MAGIC® GFIOF**

6 MIL (GFIOF140)  
9 MIL (GFIOF212)  
Wet Strength Paper



## **MAGIC® GFPHOTO**

7 MIL (GFPHOTO)  
10 MIL (GFPHOTO240)  
Photorealistic Paper



## **MAGIC® GFPOSTER**

5 MIL (GFPOSTER5S)  
8 MIL (GFPOSTER8S/G)  
Poster Paper



## **MAGIC® POSPRO+200**

10.5 MIL Anti Curl Blockout Film



## **MAGIC® PPM7**

9 MIL Polypropylene Banner



## **MAGIC® SBL7**

8 MIL Backlit Film



## **MAGIC® SIENA**

8 MIL (SIENA200)  
10 MIL (SIENA250)  
Photo Paper



## **MAGIC® SIENA200PSA**

8 MIL Photo Paper with Permanent PSA



## **MAGIC® STICK2**

6 MIL Polypropylene Film with Low Tack PSA



## **MAGIC® TORINO17M**

17 MIL Poly/Cotton Canvas



## **MAGIC® VERONA**

15.5 MIL (VERONA250HD)  
19.5 MIL (VERONA285T)  
16.5 MIL (VERONA300RAG)  
100% COTTON RAG



# ABOUT MAGIC

The Magic® brand, originally created in 1996, was a digital print media pioneer. Magic® earned a reputation for delivering innovative, high quality wide-format media to the graphics, proofing, engineering, photographic, and fine art reproduction industries. This continues to this day.

Dietzgen Corporation acquired Magic Digital Imaging from Coveris in September 2016. The acquisition brought the strengths of Dietzgen converting and distribution services together with the strengths of the Magic® brand and product portfolio.

The award-winning Magic® portfolio includes universally compatible products as well as best in class solutions optimized for each segment of the wide-format print market. Magic® products include canvas, photo paper, poster paper, matte paper, banner, vinyl, photorealistic paper, display film, backlit film, clear and matte film, pressure sensitive, textile, wall decor, and fine art rag.





# CREATE AWESOME WALL COVERINGS

**DMIBOP** is ideal for applications that require a durable paper such as wallpaper and wall coverings. The 11 mil matte wet strength paper is latex-based and nylon reinforced making it extra durable. Let your imagination run wild: **DMIBOP** is as much a fine art paper as it is a wall covering – go ahead and create your awesome wall covering today!

Many regulations today require a paper based alternative to adhesive vinyl. **DMIBOP** is a solution that printers, installers, and regulators can all recommend! **DMIBOP** meets the ASTM 793 – commercial wall covering requirements and can be used with standard wallpaper paste for application. **DMIBOP** can be used for residential, hospitality, commercial and retail environments for applications including murals, interior design and restoration, art reproductions, maps and POP displays. **DMIBOP's** features our Award-winning Magic® “Universal” coating that is tear, scratch, water, and fade resistant.

**How can you print DMIBOP?** **DMIBOP** can be printed with virtually any print technology and looks great; that includes classic inkjet technology such dye, pigment solvent, and even wide format toner technology but **DMIBOP** also works great with newer print technology including latex and pagewide.

## Tips & Tricks

For installation and finishing tips, check out the resources page on [MagicInkJet.com](http://MagicInkJet.com).

# VIVID MATTE VINYL

**DMVLA5** offers those who prefer water based print technology a proven solution for adhesive applications. **DMVLA5** works best when applied to smooth, flat surfaces such as glass, acrylic, or mounting boards. It is always best to test for desired adhesion and removal when applying to textured or painted surfaces.

**DMVLA5** features our Award-winning Magic® “Universal” coating on the front and a permanent adhesive and an easy to release liner on the back. It’s low glare matte finish produces long-lasting prints with excellent color gamut and black density.

## How can you print DMVLA5?

**DMVLA5** is best printed with dye printers, pigment, and pagewide printers.



scratch, water, and fade resistant. This material is perfect for a wide variety of indoor and short term applications like fabric displays, banners, and wall décor. The durable, lightweight fabric exhibits minimal fraying compared to common alternatives.

**The FAB6 Series is available with blockout (FABBLOCK6 in 11 mil) and with adhesive (FABTAC6 in 7.5 mil).**

## How can you print FAB6?

**FAB6** can be printed with virtually any print technology; that includes classic inkjet technology such as dye, pigment solvent, and even wide format toner technology. **FAB6** also works great with newer print technology including latex and pagewide.

**For best results, trim prints with a hot knife.**

# MARVELOUS MATTE

**FIRENZE** papers are the quintessential everyday matte paper. From compatibility to performance, profile and finishing, if you could only have one paper in your shop,

**FIRENZE** would be it! These premium inkjet coated matte papers feature a smooth bright white surface, and proprietary instant dry coating which produces excellent print quality, line acuity, and image clarity across multiple print technologies without sacrificing print speed or color accuracy. **FIRENZE** offers plug and play printing with standard on-board “coated paper” settings on most inkjet printers.

**FIRENZE is available in two different thickness sizes.**

**FIRENZE132 is a lighter weight 6 mil.**

**FIRENZE170 is a heavy weight 9 mil.**



## How can you print FIRENZE?

**FIRENZE** is best printed with dye printers, pigment, latex, UV, and pagewide printers.

# REMARKABLE PRINTABLE CANVAS



**GFCVM** is a remarkable, printable canvas suitable for any masterpiece. It's flexibility makes it perfect for stretching on fine art frames with no edge cracking or sagging. Colors remain true and vibrant for many years. **GFCVM** is a durable, poly / cotton canvas with a 1:1 weave and incredible stretching ability. The proprietary satin coating has a luxurious sheen while still reduces glare.

Magic **GFCVM's** features include our Award-winning Magic® satin coating that is compatible with common liquid overlamine and production stretching equipment. **GFCVM** is an OBA and acid free, and pH neutral.

## How can you print GFCVM?

**GFCVM** is best printed with latex printers, eco-solvent, solvent, and UV printers.

**Now available in: Pearl (GFCVP) and Gloss (GFCVG)!**



# BOLD DISPLAYS THAT STAND OUT



**GFIOP140/212** is an outdoor durable poster paper with the perfect combination of durability, performance, and economy. The latex saturated base paper creates a strong foundation for a range of indoor and outdoor applications. **GFIOP** features a satin, receptive coating designed for solvent, UV cure and latex inkjet that promotes ink adhesion and resists scratching. The result is an award-winning paper that meets the demanding print, application and durability requirements for high volume, high production graphics.

**GFIOP is available in both 6 mil (GFIOP140) and 9 mil (GFIOP212).**

## How can you print GFIOP?

**GFIOP** is best printed with latex printers, solvent, and UV printers.

**Use High Pass Count for best results!**

## PRINTS THAT “POP”

**GFPHOTO** is the original solvent printable photo paper that allows solvent printers to show off and deliver photo quality results. When a banner or poster paper just won't do, **GFPHOTO** can!



The secret is the super smooth coating layers that produce exceptional image quality. Images dry instantly and exhibit vivid colors that will not fade on display. This photo paper features a smooth, gloss finish that reproduces fine detail with striking accuracy. **GFPHOTO** is ideal for high resolution graphics, posters, photos/portraits, and fine art reproductions.

**GFPHOTO is available in 7 and 10 mil (GPHOTO240).**

**How can you print GFPHOTO?** **GFPHOTO** was specially designed for solvent, latex and UV printers to deliver stunning photographic results for every print.



# POSTERS THAT PACK A “PUNCH”

Are you still using a poster paper that was designed for early generation solvent & latex printers? Unlike a lot of poster papers that dry too slow for real production speeds, don't work well with newer generation printers or simply can't deliver the color accuracy, the **GFPOSTER** series is up to the task!

**GFPOSTER** has become the new standard for everyday printing for a wide variety of applications including general posters, general signage, retail advertising, photo reproduction, and wall murals. These premium coated papers are available in either a superior gloss (**GFPOSTER8G**) or smooth satin finish (**GFPOSTER8S**).

**Also available in 5 mil (GFPOSTER5S).**

## How can you print GFPOSTER?

**GFPOSTER** is best printed with latex, eco-solvent, solvent, and UV printers.





# STUNNING TRADESHOW GRAPHICS

Even in today's fabric trending tradeshow and display craze, the **POSPRO SERIES** is a hugely popular solution for tradeshow applications. It's curl resistance and award-winning universal coating make it the best blackout film available. **POSPRO+200** is an ideal solution for many indoor applications such as promotional roll-up banners, retractable banners, POP displays, tradeshow graphics, and retail.

**POSPRO+200** is a 10.5 mil blackout film that features a proprietary base film and Magic® "Universal" coating. It has excellent color gamut and black density with a low glare matte finish. **POSPRO+200** is compatible with most PSA and thermal overlaminates. It is tear and scratch resistant, as well as water and fade resistant.

**POSPRO+LX is optimized for latex printers and features a darker blackout layer and heat stable base film.**

## How can you print POSPRO?

**POSPRO** is best printed with dye, pigment, eco-solvent, solvent, and UV printers.



# DURABLE BANNERS

**PPM7** stands out in a category known for low cost print solutions. It's durability and outstanding print performance make it the best all-around polypropylene film available. The matte finish minimizes glare from external lighting & provides a clear view of the graphic from multiple viewing angles.



Looking for  
something  
sticky?  
Try  
**PPM7PSA!**

**PPM7** includes a premium PP base film with Award-winning Magic® “Universal” coating that boasts excellent color gamut and black density. With a low glare matte finish, it lays flat with bright white colors and no cracking edge when folded.

## How can you print PPM7?

Believe it or not, **PPM7** can be printed with virtually any print technology. **PPM7** is best printed with dye printers, pigment, latex, eco-solvent, solvent, UV, and pagewide printers.



**SBL7** is an award-winning backlit film that adds visual appeal and dimension to ordinary advertising. It's universal coating ensures vivid color and dense blacks to produce stunning signage that shines day and night.

Magic **SBL7** starts with a premium polyester base and features the Award-winning Magic® “Universal” coating with a low glare matte finish. It is perfectly designed for backlit displays, menu signs, general signage, retail advertising, tradeshow graphics, and more! **SBL7's** premium backlit will be sure to attract an audience!

## How can you print SBL7?

Believe it or not, **SBL7** can be printed with virtually any print technology. It is best printed with dye printers, pigment, latex, eco-solvent, and solvent printers.



# PORTRAITS FOR ANY OCCASION

They call it photo quality for a reason! While canvas offers dramatic texture and fabric provides key portability and installation value, there is still nothing quite like photo paper.

**SIENA200/SIENA250** are the flagship products of the Siena family, available in luster (slightly textured satin) and gloss in both 8 mil and 10 mil. The **SIENA** photo paper series produces spectacular, life like images that will grab everyone's attention. Prints dry instantly and exhibit vivid colors that will not fade on display.

From gallery installations, to wedding books, or reprints of the kids, the **SIENA** photo paper series has the solution just for you. **SIENA** is available in 10 mil for something a little extra special - best for framing or gallery reproductions. It is also available in 8 mil, which is perfect for production posters or everyday.

## How can you print SIENA200 & SIENA250?

**SIENA200/250** is best printed with dye and pigment printers.

**Looking for something sticky? Try SIENA200GPSA (Gloss) or SIENA200LPSA (Satin)!**





# MAKE IT STICK WITH “STICK2”



**STICK2** remodels any indoor environment, colorfully and easily, one wall at a time. The base film is stiffer and thicker than competitive films and the back features an easy release adhesive that makes installation or removal effortless.

**STICK2** is a 6 mil polypropylene film with a smooth matte finish and a low tack back. **STICK2** starts with a premium PP base film that is tear resistant and allows for no edge cracking

when folded. The Award-winning Magic® “Universal” coating creates excellent color gamut and black density.

## How can you print STICK2?

**STICK2** is best printed with dye printers, pigment, eco-solvent, solvent, and pagewide printers.

### Tips & Tricks

The product should be fully tested by you to ensure success prior to surface application. Avoid surfaces with a pronounced texture (orange peel, knockdown or bumpy walls) before applying the product.

# ARTISTS' CANVAS MASTERPIECE

**TORINO17M** is an exceptional, printable artist's canvas worthy of true, artistic genius. It's perfect for stretching on fine art frames without cracking on the edges. Images remain colorful and vibrant for many years. This material is the perfect combination of print and stretch.

**TORINO17M** is perfect for displaying your greatest work. Its' proprietary 1:1 structured base canvas features our Award-winning Magic® "Universal" coating (many have tried to duplicate) which produces excellent color gamut and black density. **TORINO17M** is tear and scratch resistant as well as water and fade resistant. It has excellent flexibility for stretching and resists edge cracking when folded.

## How can you print TORINO17M?

**TORINO17M** is best printed with dye printers, pigment, latex, eco-solvent, and solvent printers.

### Tips & Tricks

**For stretching and finishing tips, check out the resources page on [MagicInkJet.com](http://MagicInkJet.com).**





# ELEGANT FINE ART COTTON PAPER



**VERONA** allows artists to create elegant fine art cotton masterpieces.

**VERONA** is a series of award-winning, mould-made cotton rag. The **VERONA** series features an archival, water-resistant coating that is acid-free, lignin-free and optical brightener free. The result is the perfectly textured matte surface that produces extremely vibrant colors, beautifully defined blacks and gray tones for archival quality prints.

**VERONA250HD** is a 15.5 mil, 100% cotton coated smooth rag (matte). **VERONA285T** is a 19.5 mil, 100% cotton coated textured rag (matte). **VERONA300RAG** is a 16.5 mil, 100% cotton coated smooth rag (matte). Common applications for **VERONA** include premium photo reproduction, premium art reproduction, photo books, gallery reproductions, limited edition prints, exhibition prints, sepia prints, and more!

## How can you print VERONA?

The **VERONA** series is best printed with dye printers and pigment printers.



# OTHER FEATURED MAGIC PRODUCTS

## ADHERE

**ADHERE6** is an optically clear window film with a removable adhesive. **ADHERE6** installs easily wet or dry and leaves no residue behind.

## BROADVUE

**BROADVUE** is a 6 mil perforated, PVC window vinyl designed for exterior mounted window graphics. **BROADVUE** has a pattern of round, evenly spaced holes based on a 60/40% perforation allowing exterior mounted graphics to be seen from the outside but appear invisible from the inside.

## DMPG98

**DMPG98** is a 4 mil inkjet coated matte paper featuring a smooth, bright white, instant dry coating that produces good print quality, line acuity and image clarity across multiple inkjet printers.

## DMVB2

**DMVB2** is a 15 mil smooth, aqueous inkjet coated scrim banner.

## NEWVUE

**NEWVUE** is a one side viewable perforated window vinyl that is specifically designed to be printed on the adhesive side. The innovative design is both an adhesive and an ink receptive coating, allowing for graphics to be mounted inside the storefront eliminating damage to their advertisements. No additional adhesives or mounting tapes are required.

## OMNI

**OMNI** is an 8 mil, indoor satin poster paper with excellent print performance on dye, pigment, latex and UV cure printers. **OMNI** is a low-cost alternative to high priced poster papers.

## PHOTOART230

**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.

## POSTERMAX

**POSTERMAX** is a latex saturated, wet strength paper that sets itself apart with a bright white surface and a distinctive luster finish that produces unmatched print quality.

## SCF7

**SCF7** is a clear polyester film with a glossy surface. **SCF7** features smooth base uniformity and excellent image quality making it ideal for applications ranging from overlays and clear to film positives.

## SLEEK

**SLEEK** is a 6.5 mil high-performance, pre-pasted, fiber-based wall covering reinforced with polymer for strength and durability. **SLEEK** has a ultra-smooth, matte printable surface allowing for pristine imaging.

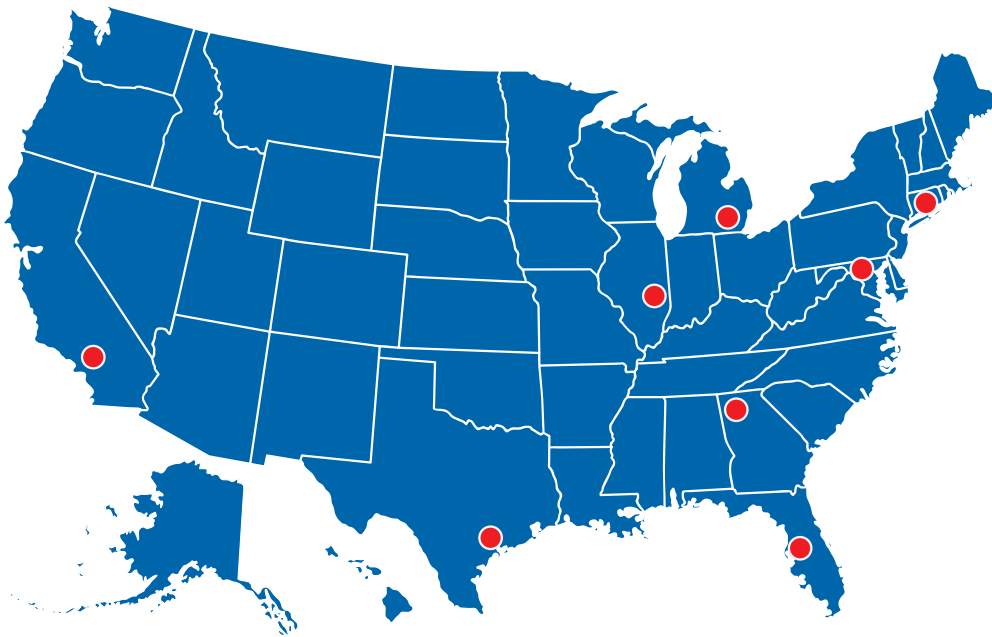
## TB2

**TB2** is an 11 mil, indoor/outdoor Tyvek® banner featuring a subtle textured, bright white surface and matte finish.

## WRAPITAQ

**WRAPITAQ** is a 4 mil paper designed to look and feel like traditional wrapping and wall décor paper. **WRAPITAQ** is a perfect combination of durability, performance, and economy.

# MANUFACTURING & SHIPPING LOCATIONS



## **TAMPA, FLORIDA**

Corporate Headquarters

## **HOUSTON, TEXAS**

## **CORONA, CALIFORNIA**

## **WEST HAVEN, CONNECTICUT**

## **CHARLESTON, ILLINOIS**

## **ATLANTA, GEORGIA**

## **JESSUP, MARYLAND**

## **TROY, MICHIGAN**

## **ABOUT MAGIC**

The award-winning Magic portfolio includes best in class solutions as well as universally compatible products optimized for each segment of the wide-format print market. Magic products include canvas, photo paper, poster paper, matte paper, banner, vinyl, photo-realistic paper, display film, backlit film, clear and matte film, pressure-sensitive media, textile, wall decor, and fine art rag.

## **ABOUT DIETZGEN**

Dietzgen Corporation acquired Magic Digital Imaging from Coveris in 2016. The acquisition brought the strengths of Dietzgen Corporation, specifically converting and distribution, to Magic, one of the most recognized brand families in the digital imaging market. Today's Dietzgen is a privately held corporation with eight (8) dedicated facilities, completing a nationwide manufacturing and distribution network allowing quick and efficient service. The Dietzgen brand has been proudly serving our customers for more than one hundred years.

**MAGICINKJET.COM**

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