

# MAGIC® PRODUCT APPLICATIONS GUIDE

## Poster-Pro®

### SEMI-GLOSS PHOTOREALISTIC PAPER



MAGIC® Poster-Pro® is an economical, semi-gloss photorealistic paper for use on Hewlett-Packard DesignJet®, Canon 8400D®, and water based piezo printers equipped with dye-based inks. The non-resin coated surface, combined with an ultra smooth ink jet coating provides a rich, smooth texture that yields photorealistic images. The high caliper sheet results in reduced paper cockle and easy handling during lamination. Poster-Pro is ideal for indoor signs, posters, reproduction, and POP applications.

#### PHYSICAL PROPERTIES

Caliper. . . . . 7.5 mil . . . .188 microns	Brightness . . . . .95
Basis Weight . . . 238 g/m <sup>2</sup> . .7.0 oz/yd <sup>2</sup>	Opacity. . . . . 99%
Gloss (60%) . . . 56	Optimum Printing Environment . . . 70° F / 21° C
Whiteness. . . . . 114	. . . . . 30%-70% RH

#### APPLICATIONS GUIDELINES

**Printer and Ink Compatibility:** Poster-Pro may be used on most thermal and water based piezo ink jet printer systems equipped with dye-based inks. Compatible thermal systems include: Hewlett Packard DesignJet®2000/3000/5000 series, Canon 8400D, and water-based piezo such as Epson Stylus ®9000/10000 printer systems.

**Printer Settings:** Use "Semi-Gloss Photo" mode on DesignJet®2000/3000 series. "Photo Imaging Satin" mode on HP DesignJet 5000 series. Best imaging and ink dry times result in 1440 dpi modes in water-based piezo printers. Use "PQ Inkjet Paper-1440 dpi" on Epson 9000 printer. Poster-Pro can hold up to 400% ink; however, increased paper cockle will result on DesignJet ®2000/3000 series with ink saturation levels greater than 300%. Expect longer dry times on water-based based piezo printing systems. High humidity environments will result in slower dry times and increased paper cockle due to moisture in the sheet. Allow image to completely dry before handling or laminating. Waiting 24 hours is optimum.

**Color Calibration:** ICC color profiles can be obtained for selected RIP, ink and printer combinations on the magicinkjet web page identified below. Profile solutions are continually being generated, so consult the web page for current availability.

**Material Handling & Storage:** To protect unused material, store material in its original packaging, in the poly bag at 72° F (+/-5).

#### FINISHING RECOMMENDATIONS

**Lamination:** Poster-Pro may be overlaminated with most cold laminates and low temperature hot laminates, but cold are preferred and give better adhesion results. Allow image to completely dry before handling or laminating. Waiting 24 hours is optimum. When the paper is overlaminated with heavy gauge laminates and either mounted to a board or encapsulated, overlap the image with a 0.25 inch safe edge of laminate. This will seal the photorealistic paper, preventing moisture absorption and paper splitting. Use laminates of equal gauge when encapsulating to prevent image curl. Overlamination will also decrease the rate at which dye ink images fade. Lamination will also add protection against dust, abrasion, and finger prints. Use laminates of equal gauge when encapsulating to prevent image curl. Overlaminating one side may cause the product to curl towards the laminated side.

**Mounting:** Cold pressure-sensitive adhesives typically provide the most aggressive bonds and are recommended. It is always best to pre-test the adhesive with the back of photo papers. Photobase papers often contain anti-curl backside coating which may or may not result in a strong adhesive bond.

#### RECYCLE AND DISPOSAL



Disposal by recycling of ink jet media is the preferred method. Where recycle markets do not exist, disposal by landfill or an approved incinerator is acceptable. See the Magic Recycle Technical Bulletin @ [www.magicinkjet.com](http://www.magicinkjet.com)

InteliCoat Technologies

04/06/09