

MAGIC® PRODUCT APPLICATIONS GUIDE



Poster-Pro

SEMI-GLOSS PHOTOREALISTIC PAPER

MAGIC® Poster-Pro is a low-cost, semi-gloss photorealistic paper for use on Hewlett-Packard DesignJet®, Encad NovaJet®, ColorSpan®, and water-based piezo printers equipped with dye-based inks. The non-resin coated surface, combined with an ultra smooth inkjet 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	7.3 mils	186 microns
Basis Weight	200 g/m ²	5.9 oz/yd ²
Opacity	99%	
Gloss (60°)	51	
Whiteness	123	
Brightness	96	
Optimum Printing Environment	70°F /21°C (30-70% RH)	

APPLICATIONS GUIDELINES

Printing:

The print side is wound to the outside of the roll.

Printer & Ink Compatibility:

Poster-Pro can be printed in 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, Encad Novajet series, Colorspan® and water-based piezo such as Epson 9000/10000 printer systems.

Printer Settings:

Use "Semi-Gloss Photo" mode on DesignJet® 2000/3000 series series, "Photo Imaging Satin" mode on HP DesignJet 5000 series, and "Enhanced Multi-pass" on Encad Novajet printers. Best imaging and ink dry times result in 1440 dpi modes in water-based piezo printers. Use "PQ Inkjet Paper-1440 dpi" on the Epson 9000 printer. Poster-Pro can hold up to 400% ink; however, increased paper cockle will result on the DesignJet® 2000/3000 series with ink saturation levels greater than 300%. Expect longer dry times on water-based piezo printing systems. High humidity environments will result in slower dry times and increased paper cockle due to moisture in the sheet.

ICC Profiles:

ICC profiles can be obtained for selected RIP, ink, and printer combinations on the magicinkjet website. Profile solutions are being generated on a continual basis. Consult our website for current availability. If profile is not available, you can submit your request on-line.

FINISHING RECOMMENDATIONS

Lamination:

Poster-Pro can be overlaminated with most cold laminates and low temperature hot laminating materials. When the photo-base is overlaminated with heavy gauge laminates and either mounted to a board or encapsulated, overlap the image with a 0.25" 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. Overlaminating will also decrease the rate at which the images fade.

Mounting:

Cold pressure sensitive adhesives typically provide the most aggressive bonds and are recommended. It is always best to pretest the adhesive with the back of photobases. Photobases often contain an anti-curl backside coating which may or may not result in a strong adhesive bond.

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For more information, call 1-800-628-8604,
or visit our website: www.magicinkjet.com

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

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