

MAGIC® SOLVENT INK JET

POSTERMAX™

Latex-Saturated, Wet Strength Paper

Making all Great Images Count



www.magicinkjet.com

MARKET APPLICATIONS

- Digital Wallcovering and Murals
- Indoor / Outdoor Display Posters
- Backlit Transit Graphics
- Theater Posters, Promotional Signage
- POP Displays

PRODUCT DESCRIPTION

- 217 gsm (8.5 mil)
- Latex-saturated, one-side-coated, wet-strength paper
- Designed for high-production solvent and eco-solvent ink jet systems
- Heavyweight product suitable for wallcovering
- High resolution, luster printing surface

GENERAL AVAILABILITY

<u>Sizes</u>	<u>Part #</u>
54" x 20 feet	70368
54" x 200 feet	70374
60" x 200 feet	70375

Core = 3"

FEATURES & BENEFITS

- Smooth, brighter white surface offers exceptional print fidelity with a distinctive luster finish.
- Indoor/outdoor use.
- Strong, flexible and durable; handles well when posted.
- Resists cracking when folded.
- Product may be laminated for additional protection, but lamination is not required for most intended applications.

PRINTER COMPATIBILITY

POSTERMAX is compatible with most solvent and eco-solvent ink jet printing systems - including Mimaki, Mutoh, Seiko, Vutek, Scitex, Nur, Roland and Hewlett-Packard, etc.

* For complete Magic® Printer Ink Set Compatibility Charts see Tech Support at www.magicinkjet.com.

* For additional product details – including printer settings, lamination, finishing and mounting guidelines – see the Application Guide under Tech Support at www.magicinkjet.com

* For ICC profile availability, see www.magicinkjet.com

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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: October 2008

MAGIC® APPLICATIONS GUIDE

POSTERMAX

Latex-Saturated Wet Strength Paper

for Solvent & Eco-Solvent Ink Printing Systems

InteliCoat



Digital Imaging
Substrates

MAGIC® POSTERMAX is a luster finish 8.5 mil one-side coated paper designed to meet the demands of high production Solvent and specifically Eco-Solvent ink jet printers. This latex saturated, wet-strength paper features a smooth brighter white surface which offers exceptional print fidelity with a distinctive luster finish. POSTERMAX resists cracking when folded, and film lamination is not required in most intended applications.

PHYSICAL PROPERTIES

Basis Weight	217 g/m ² (6.4 oz/yd ²)
Caliper	8.5 mil (216.8 microns)
% Opacity	95%
Whiteness	83
Brightness	87
Gloss (60°)	8.4

APPLICATION GUIDELINES

Printer & Ink Compatibility:

POSTERMAX may be printed in most solvent and eco-solvent printing systems such as: Mimaki, Mutoh, Seiko, Vutek, Scitex, Nur, Roland, and Hewlett-Packard, etc.

Printer Settings:

Optimized printer settings will vary from printer manufacturers. Recommended heater settings: pre heat 52 °C, and post heat 58° C.

FINISHING RECOMMENDATIONS

Surface Protection:

For indoor and outdoor applications, POSTERMAX will hold up for 3-6 months without lamination. It is recommended to overlamine if graphic will be exposed to severe conditions or where longer life is needed. Pressure-sensitive overlaminates are recommended for outdoor graphics. Liquid laminates can be used for wallcovering applications. This added protection is needed where routine cleaning is common.

Promotional Signage:

Designed for indoor and outdoor promotional signage. Handles well in all types of posting situations. Standard starch-based pastes may be used. Also recommended is Shu-Stik Ultra Billboard Adhesive Product #8750.

Decorative Wallcovering & Murals

Can be pasted and hung just like standard wallcovering materials. Standard pastes such as Henkel Metylan Cellulose Wallpaper Paste provide adequate adhesion and allow for easier stripping when the wallcovering is to be removed or replaced. Mixing instructions for most standard wallpaper pastes include water measure for both high yield and high tack concentrations. The lower water measure is recommended for this product. Heavy duty pastes such as Supron Supro Clear 34, Harvest 1st Choice GH34, and Rowan Professional Heavy Duty Clear Pro 838 come premixed, have a more aggressive adhesive, and are recommended for more permanent applications.

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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 found on our website.

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