

PRODUCT APPLICATIONS GUIDE



Verona 250 HD Digital Fine Art & Photo Paper

250 Gram High Definition Smooth Fine Art Paper for Digital Reproductions

Magiclee® Verona 250 HD is a high definition fine art paper that, when printed, offers clean sharp images with an exceptional color gamut. The quality of output achievable with Verona 250 HD is one that raises the bar on expectations for truly vibrant colors as well as beautifully defined blacks and gray tones. This 250-gram, smooth, matte finish, 100% cotton paper designed specifically for fine art applications. Verona 250 HD has a water-resistant coating free of optical brighteners and is designed for use with dye, pigment, thermal and piezo printers.

PHYSICAL PROPERTIES

Caliper	15.5 +/-1 mil (387 microns)	Whiteness.....	88
Basis Weight.....	272 g/m ²	Brightness.....	91
pH value	6.6 (Tappi Method T509)	Brighteners.....	none
		Smoothness	361
		Image Permanence.....	Testing in Progress

APPLICATIONS GUIDELINES

Printer & Ink Compatibility: Verona 250 HD can be printed with Hewlett-Packard Design Jet® 5000 series, Epson Stylus® Pro Series, Canon® iPF Series, and with most piezo waterbased pigment inks. This fine art paper is compatible with dye based inks, and optimized for pigment inks. Pigment inks offer a more stable image from light fade.

Printing Settings: For Hewlett-Packard Design Jet 5000, select max quality, heavyweight coated paper. For Canon iPF series, select watercolor fine art paper, highest quality. For Epson Stylus with Ultra Chrome ink/matte black, select smooth fine art paper, 1440 or 720 dpi. For Epson Stylus with Ultra Chrome K3 ink/matte black, select smooth fine art paper, 1400 dpi. For Epson Stylus with Ultra Chrome K3 ink/photo black, select smooth fine art paper, 1440 dpi.

Base Consistency: The imaging layers of the paper will be consistent, yielding repeatable image performance.

Mounting: Museum mounting techniques should be followed, including Japanese hinges and mylar corners. For fine art care and treatment standards, log onto www.artifacts.org/standards.

Handling: These fine art papers are not scuff-proof and should be treated as fine art and interleaved with acid-free paper or glassine slip sheets.

Framing: Imaged sheets may be framed under glass or other physical surface protection methods. For more information about framing, log onto the Professional Framing Association website at www.ppfa.com.

Surface Protection: It is recommended to follow industry standards when mounting fine art media. Fine art media is typically mounted behind glass for optimal image permanence. The following Clearstar® liquid laminates may be used: solvent-based ClearJet Fine Art Low Gloss & ClearJet A-2000 Semi-Gloss/Gloss finish, and waterbased Clearshield 20⁰ Satin LL & Clearshield Semi-Gloss finish. It is recommended to always pretest laminates prior to performing actual application.

Water Resistance: A high degree of water resistance is present when pigment inks are used.

Image Permanence: Internal applications testing by IntelliCoat is in progress. It is best to keep Verona papers away from all non acid-free substrates for optimal archival performance.

Material Storage: Verona fine art media offers best results when used one year after manufacturing date. The unused media should be stored in its original packaging in the poly bag and stored at 72° F (+/-5°).

RECYCLE AND DISPOSAL



paper

Disposal by recycling of ink jet media is the preferred method. Where recycle markets do not exist, disposal by land fill or an approved incinerator is acceptable. See the Magic Recycle Technical Bulletin @ www.magicinkjet.com.

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USA
28 GAYLORD STREET
SOUTH HADLEY MA 01075-2894

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IntelliCoat Technologies

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

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

12/03/07

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FINE ART WEBSITES

<u>Contact Name</u>	<u>Website Address</u>
On-line digital art museum.	www.Digitalartmuseum.org
Foundation for digital culture	www.Digitalcult.org
On-line Art Reference	www.art.net/studios/digital.html
Digital Art Organization	www.Digitalart.org
Improving the care of artwork and keep sakes	www.artfacts.org/standards
Professional Pictures Framers Association	www.Ppfa.com
To find a professional framer	www.framerselect.com
Digital art news letter	www.palimpsest.stamford.edu/byorg/abbey/an/index/html
Magiclee Fine Art Protect Film	www.magicleeinkjet.com (1-800-628-8604)
Clearstar Coatings	www.clearstarcorp.com (1-888-523-2778)
Superfrog Frog Juice	www.FAR-FROM-NORMAL.com (1-800-877-1907)
Bulldog Ultra	www.tricoat.com (1-800-895-8000)
<u>Digital Artists:</u>	
Karin Schminke	www.schminke.com
Dorothy Simpson Krause	www.DotKrause.com

Please refer to the technical bulletin for a glossary of fine art terms. The technical bulletin can be obtained on the magicinkjet.com website.