



# MAGIC POSTERMAX

8 mil wet strength paper  
(satin)

**PRINTER COMPATIBILITY**



**DESCRIPTION**

Magic POSTERMAX is a latex saturated wet strength paper featuring a smooth, bright white surface and a distinctive luster finish which offers exceptional print fidelity. It is ideal for wallcoverings, indoor or outdoor display posters, backlit graphics, promotional signage and POP displays.

**PHYSICAL CHARACTERISTICS**

Thickness	8 mil
Basis Weight	235 g/m <sup>2</sup>
Opacity	99%
Whiteness	104
Brightness	92
Gloss (60°)	25

*\*All values are targets*

**FEATURES AND BENEFITS**

- Latex saturated, durable base paper
- Exclusive Magic® gloss coating
- Water resistant
- Scratch resistant
- Fade resistant
- Wet strength
- Fast dry time
- Lay flat

**COMMON APPLICATIONS**

- General posters
- General signage
- Retail advertising
- Photo reproduction

**PROCESSING TIPS**

- Preferred side out

**FINISHING & PRINTING**

- Set printer for highest print quality
- Suggested heater settings for solvent / eco solvent:
  - pre-heat 50°C
  - print/post heat 45°C
- Liquid laminates are recommended for wallcovering
- Visit [www.magicinkjet.com](http://www.magicinkjet.com)
- Media profiles
- "Tips & Tricks" - Wallcovering Installation

**SHELF LIFE**

2 years from ship date

**STORAGE CONDITIONS**

Temperature	50-85° F (10-30° C)
Relative Humidity	30-65%

**OPTIMAL PRINTING ENVIRONMENT**

Temperature	50-85° F (10-30° C)
Relative Humidity	30-65%

