

PRODUCT APPLICATIONS GUIDE



TORINO 21G Digital Fine Art & Photo paper

Glossy Pigment & Dye Compatible Canvas

MAGICLEE® Torino 21G is a glossy 20 mil poly/cotton artist stretch canvas. The high gloss level allows for higher color densities, which result in increased color saturation over matte, semi-matte, and satin canvases. The unique coating of Torino 21G is compatible with waterbased thermal/piezo technology supporting either dye or pigment. Torino 21G is ideal for portraits, fine art reproductions, museum art, heavy-duty indoor signage, photo displays, and

PHYSICAL PROPERTIES

Base Construction.....Poly/Cotton Blend	Basis Weight.....411.5 g/m ² (12.1 oz/yd ²)
Caliper.....20.0 mils (500 micron)	Whiteness (X-Rite 938)104
Gloss (60°).....8.5	pH value.....6.6 (neutral)

APPLICATIONS GUIDELINES

Printer & Ink Compatibility:	Torino 21G's coating is compatible with most water-based dye or pigment thermal & piezo printer systems such as Hewlett-Packard DesignJet®, Kodak/Encad®, ColorSpan®, Mutoh®, Roland®, Mimaki®, etc. Higher color gamut and gloss levels result when using dye based ink. Excellent performance with pigmented piezo ink delivery systems, However, due to the various ink formulations available, a pretest is required for compatibility. Some inks may result in increased dry times or dot pooling rendering the product incompatible.
Printing:	To optimize print quality use a color profile. ICC color profiles can be obtained for a selected RIP, ink, and printer combination on our magiclee.net website. Optimal printing environment is 70° F, 40-60% RH. For HP5000 dye and UV printers, suggested setting is studio canvas max quality. For Epson printers, suggested setting is 2800 dpi, canvas.
Printer Loading:	It is recommended to turn off the automatic cutter within the printer system. Some printer blades may not be able to trim this media, especially if the blade is dull. Advance the canvas several inches and cut manually to avoid any problems. Due to the heavy weight of the canvas, the feed rate may differ in printers resulting in slight variations in size from print to print or from the expected size after RIP'ing.
Base Consistency:	Canvas is a natural base that has variability in its whiteness and fabric weave from lot to lot. Although the surface characteristics may vary, the ink jet coating layer will provide repeatable imaging performance.
Water Resistance:	Torino 21G is not water resistant and should not be used outdoors or in areas of high moisture.
Lighfastness:	Pigmented inks will result in longer lasting images. Dye based inks fade noticeably under direct sunlight or in interior applications where direct sunlight or fluorescent lighting may fall on the image. Over lamination will provide surface protection from fade.
Material Storage:	Unused portion of the roll should be stored in its original packaging in the poly bag with core plugs. Unimaged material should be stored at 72° F (+/-5°) for no more than 1 year.

Finishing Guidelines

Mounting:

After printing, images should be allowed to dry before handling. It is recommended to apply surface protection prior to stretching and framing. This will protect the image from scratching or the coating from cracking. Images are more susceptible to scratching at higher RH environments (>60%RH). Torino 21G can be permanently attached to a rigid board or frame with staples or tacks. It is not recommended to use glue or pressure-sensitive adhesives, as these will interfere with the natural environmental shrinkage over time. All edges should be affixed to prevent edge curl from occurring. All canvas is susceptible to edge cracking if stretched improperly. See Magiclee Technical Bulletin "Mounting Canvas onto a Stretcher Frame" on the Magiclee.net web site.

Surface Protection:

Torino 21G may be overlaminated using liquid laminates. A pre-test is required to determine compatibility with any post printing finishing solution. Matte or luster sprays can be used to lower the image gloss if desired. For longer lasting images, use fast-drying sprays with UV blockers.

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

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

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