



# MAGIC FIRENZE170

170 g/m<sup>2</sup> premium paper  
(matte)

**PRINTER COMPATIBILITY**



**DESCRIPTION**

Magic FIRENZE papers are premium inkjet coated matte papers featuring a smooth bright white surface and proprietary instant dry coating which produces excellent print quality, line acuity and image clarity across multiple print technologies without sacrificing print speed or color accuracy. FIRENZE offers plug and play printing with standard onboard “coated paper” settings on most inkjet printers.

**PHYSICAL CHARACTERISTICS**

Thickness	8 mil
Basis Weight	180 g/m <sup>2</sup>
Bond Weight	45LB
Opacity	98%
Whiteness	121
Brightness	97
Finish	Matte
pH	Acid Free
Optical brighteners	Yes

*\*All values are targets*

**FEATURES AND BENEFITS**

- Bright white finish
- Exclusive Magic® matte coating
- Instant dry
- Good ink adhesion
- Good line acuity
- Good black density
- Smooth matte finish
- Compatible with a variety of wide format inkjet printers
- Compatible with thermal and PSA overlaminates
- No off setting
- Excellent post processing and finishing

**COMMON APPLICATIONS**

- General posters
- General signage

**FINISHING & PRINTING**

- Visit [www.magicinkjet.com](http://www.magicinkjet.com) for media profiles

**PROCESSING TIPS**

- Preferred side out

**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%

