



MAGIC PHOTOART230

230 g/m² premium paper
(matte)

PRINTER COMPATIBILITY



DESCRIPTION

Magic PHOTOART230 is smooth premium matte paper designed for optimal output with latex inks. This cost effective solution offers clean, sharp images with exceptional color gamut. The smooth surface provides truly vibrant colors as well as beautiful defined blacks and gray tones.

PHYSICAL CHARACTERISTICS

Thickness	10.5 mil
Basis Weight	230 g/m ²
Opacity	95%
Whiteness	120
pH	Acid Free
Optical brighteners	Yes

**All values are targets*

FEATURES AND BENEFITS

- Exclusive Magic® matte coating
- Bright white finish
- Instant dry
- Good ink adhesion
- Good line acuity
- Good black density
- Smooth matte finish
- Compatible with thermal and PSA overlaminates
- Excellent post processing and finishing

COMMON APPLICATIONS

- Photo reproduction
- Art reproduction
- Wall décor
- Wall murals
- General posters
- General signage

PROCESSING TIPS

- Preferred side out

FINISHING & PRINTING

- Visit www.magicinkjet.com for media profiles

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%