

# PRODUCT APPLICATIONS GUIDE



## TORINO 17M

### Digital Fine Art & Photo Paper

#### INK JET STRETCH CANVAS FOR PIGMENTED PRINTER SYSTEMS (DMCVM17UV)

MAGICLEE® Torino 17M is a matte finish, pH neutral artist stretch canvas designed for long-term, fade resistant fine art or photo reproductions when imaged with pigmented inks. The polyester/cotton blend canvas has a specifically designed coating which delivers superior color gamut and resolution. Torino 17M has the added bonus of water resistance when printed with UV inks. Torino 17UV is also compatible with most dye-based inks for short-term indoor reproductions.

#### PHYSICAL PROPERTIES

Caliper . . . . .	.17 +/-2 mils	. . .433 microns
Basis Weight . . . . .	.374 g/m <sup>2</sup>	. . . . .11.0 oz/yd <sup>2</sup>
Gloss (60°) . . . . .	.2.1	
Whiteness . . . . .	.107	
pH value . . . . .	7.1 (neutral)	

#### APPLICATIONS GUIDELINES

<b>Printer &amp; Ink Compatibility:</b>	Torino 17M is compatible on Encad NovaJet®/Pro/Proe, ColorSpan® Displaymakers, all Hewlett-Packard DesignJet® series printers (500/800/1000/2000/3000/5000), and most water-based piezo printers, such as the Epson Stylus® series. <b>It is recommended to use pigmented inks for longer-lasting images.</b> The use of dye-based inks can result in premature fading especially with Encad GX, Ilford® Archiva, or ColorSpan® Endurachrome inks.
<b>Printing:</b>	Ink coverage of up to 250% is recommended. Due to the heavy weight of the canvas, feed rate through the printers may not be consistent, causing prints to differ slightly in size from print to print or from the expected size after RIP'ing. To optimize print quality, printers should be set for highest print quality. Media selection should be "Studio Canvas" (HP 2000/3000/5000 series). ICC color profiles can be obtained for selected RIP, ink and printer combinations on the <a href="http://magicleeinkjet.com">magicleeinkjet.com</a> web page. Profile solutions are continually being developed and the web page updated, so periodically consult the web page for profile availability.
<b>Base Consistency:</b>	The imaging layers of the material will be consistent, yielding repeatable image performance, but due to the material being a natural base, white point and fabric weave can vary from lot to lot of material.
<b>Mounting:</b>	After printing, material should be permanently attached to a rigid board or frame with staples or tacks. Using glue or pressure sensitive adhesives is not recommended, as this does not prevent the material from natural environmental shrinkage over time. When the material shrinks, the adhesive may fail, causing edges to curl and possible delamination. Shrinkage may also cause spacing between paneled job not mounted properly. All edges of the material should be affixed to the mounting surface to prevent the edges from curling. Edges may crack when stretched. Studio wrap finishing is not recommended.
<b>Water Resistance:</b>	Torino 17M has a high degree of water resistance when pigmented inks are used. The water resistance may be affected if the recommended ink saturation level is exceeded.
<b>Surface Protection:</b>	Overlaminating with Magiclee® Fine Art Protect Film is recommended using a two-pass process. The first pass is performed following the standard Magiclee Fine Art Protect Film application method. The second pass involves sending the canvas through the laminator rolls a second time without the release sheet. Liquid laminates are compatible and provide excellent surface protection. Always pretest the liquid laminate for compatibility prior to using. Clearstar's Clearshield Type C Gloss (for pigmented inks), Clearjet A-2000 (for dye inks) formulas are recommended. For more information, log onto their website: <a href="http://www.clearstarcorp.com">www.clearstarcorp.com</a> . It is not recommended to overlaminate with pressure sensitive laminates because they do not have complete contact with the surface of the textured canvas. Delamination may result.
<b>Material Storage:</b>	Unimaged material should be stored at 72° F (+/-5°) for no more than 1 year. After use, the roll should be stored in its original packaging.

#### PRINTER LOADING INSTRUCTIONS

##### HP, ENCAD NovaJet, and Water-Based Piezo Printers:

Torino 17M may be loaded into the printer in roll or sheet form. Before loading canvas, the cutting mechanism MUST be turned off or removed. If you do not turn off the cutter, the printer head may jam during the cutting sequence. Once the canvas is loaded, and before printing, advance the front edge 2 to 3 inches past the printhead to avoid head strike. After a print is completed, manually cut the print from the roll and remove the roll from the printer. Always cut a straight & square feed edge before loading any media. HP 5000 series printers requires the sheet to be at least 22" in length. When feeding the canvas, make sure you insert the left and right edges simultaneously, allowing the printer to take the media from you.

##### USA

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For more information, call 1-800-628-8604,  
or visit our website: [www.magicleeinkjet.com](http://www.magicleeinkjet.com)

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