

Product Description

MAGIC MUG7/MUL7 is a bright white 7 mil photo paper designed specifically for printers using dye ink or a combination of dye color and pigment black ink. The proprietary coating helps protect dye ink from unwanted fading, creating a long lasting print. Available in Satin (MUL7) and Gloss (MUG7).

Physical Properties

	MUG 7 (Glossy)	MUL 7 (Luster)
Caliper	6.5 mil / 165.1 microns	6.5 mil / 165.1 microns
Base Weight	170 g/m ²	170 g/m ²
Opacity	91	91
Whiteness	105	105
Gloss Level	72	35

*all values are targets

Printer Compatibility



Advantages

- Economical
- Optimum viewing in any lighting environment

Guidelines

Printing	Optimum print environment is 70°F (21° C), 50% RH. Ink coverage of up to 300% is recommended. Printer should be set for highest print quality and media selection should be “photo paper”.
Finishing	Recommended for indoor applications only. Lamination is recommended. Folding of material is not recommended. Pressure sensitive over laminate or heat activated laminate is recommended. A safe edge of 1/8” is recommended to seal the paper for environmental effects. Refer to the “Lamination Tips & Tricks” technical bulletin on our website
Storage	Temperature: 72°F± 5°F (22°C±3°C); Relative Humidity: 35% – 65%
Shelf Life	1 year under recommended storage conditions.