



MAGIC DMIBOP

11 mil wet strength paper
(matte)

PRINTER COMPATIBILITY



DESCRIPTION

Magic DMIBOP/MURALPRO is an 11 mil latex based, nylon reinforced, wet strength paper for indoor banners and wallcoverings. It is a cost-effective alternative to adhesive vinyl featuring a universal coating making it cross platform compatible. Ideal for custom murals, interior design and restoration, art reproductions, maps and POP displays in residential, hospitality, commercial and retail environments.

- Wall Murals
- Wall Décor
- Maps
- Décor art reproductions
- Banners (grommet)
- Banners (pole pocket)
- Outdoor poster

PHYSICAL CHARACTERISTICS

Caliper	11 mil / 268 microns
Weight	279 gsm
Opacity	96%
Whiteness	102
Brightness	93
Fire Certificate	ASTM E84, Class A

**All values are targets*

PROCESSING TIPS

- Preferred side out

FINISHING & PRINTING

- Set printer for highest print quality
- Lamination is recommended (dirt and stains cannot be cleaned from surface)
- Liquid laminates are recommended for wallcovering application
- Refer to "Tips & Tricks" for additional information

FEATURES AND BENEFITS

- Latex saturated, durable base paper
- Excellent color gamut and black density
- Award winning Magic "UNIVERSAL" coating
- Tear resistant
- Water resistant
- Scratch resistant
- Fade resistant
- ASTM 793 – commercial wallcovering
- Compatible with common liquid overlaminates
- Lay flat
- Elegant matte finish
- Can be used with standard wall paper paste

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%

COMMON APPLICATIONS

- Wallcovering

