



MAGIC TORINO17M

17 mil poly/cotton canvas
(matte)

PRINTER COMPATIBILITY



DESCRIPTION

Magic TORINO17M is a 17 mil, polyester/cotton blend artist stretch canvas featuring a subtle textured surface and matte finish. Ideal for photo/portrait prints, fine art reproductions, museum art, maps and banners.

PHYSICAL CHARACTERISTICS

Caliper	17 mil +/- 2 mils / 431 microns
Basis Weight	340 +/- gsm ²
Whiteness	107
Gloss Level	2.1
Longevity	Passes 100 year Display Permanence
Flame Spread	ASTM E84, Class A Rating from
Wilhelm Imaging Research Inc.	
<i>*All values are targets</i>	

FEATURES AND BENEFITS

- Proprietary 1:1 structured based canvas
- Award winning Magic “UNIVERSAL” coating
- Excellent color gamut and black density
- Tear resistant
- Water resistant
- Scratch resistant
- Fade resistant
- Excellent flexibility for stretching
- Compatible with common liquid overlaminated
- Compatible with production stretching equipment
- No edge cracking when folded
- pH neutral / acid free
- Minimal OBA's

COMMON APPLICATIONS

- Photo reproduction (stretched)
- Photo reproduction (framed)

- Art reproduction (stretched)
- Art reproduction (framed)
- Wall décor

PROCESSING TIPS

- Preferred side out

FINISHING & PRINTING

- Printers should be set for highest print quality available for canvas matte media
- After printing, material should be permanently attached to a rigid board, stretcher bars or frame with staples or tacks
- Pressure sensitive adhesives are not recommended
- Shrinkage may cause spacing between paneled prints not mounted properly
- All edges should be affixed to mounting surface to prevent edges from curling
- Canvas is susceptible to edge cracking when stretched incorrectly

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%

