



MAGIC VERONA250HD

270 g/m² 100% cotton
coated smooth rag (*matte*)

PRINTER COMPATIBILITY



DESCRIPTION

Magic VERONA250HD is an award-winning 100% cotton rag digital fine art paper featuring a smooth matte surface. VERONA250HD features an archival, water-resistant coating that is acid-free, lignin-free, and free of optical brighteners. The result is a superior finish that produces extremely vibrant colors, beautifully defined blacks, and gray tones for archival quality prints.

PHYSICAL CHARACTERISTICS

Thickness	15.5 mil
Basis Weight	270 g/m ²
Whiteness	88
Brightness	91
pH	Acid-Free
Optical brighteners	No

**All values are targets*

FEATURES AND BENEFITS

- 100% Cotton
- Award-winning Magic® Verona™ coating
- No optical brighteners
- pH neutral, Lignin-free
- Elegant smooth matte finish
- Instant dry
- Vibrant colors
- Rich blacks
- Fade-resistant
- Archival
- Superior B&W reproduction

COMMON APPLICATIONS

- Premium Photo Reproduction
- Premium Art Reproduction
- Photo Books
- Gallery Reproductions
- Limited Edition
- Exhibition Prints
- Sepia Prints

PROCESSING TIPS

- Preferred side out

FINISHING & PRINTING

- Visit www.magicinkjet.com for media profiles
- If printer profile does not exist, select
- Smooth fine art paper / Heavyweight Coated Paper
- Handle paper by edge before and after printing
- Keep papers away from all acid substrates and surfaces

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%