



# 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.

**PHYSICAL CHARACTERISTICS**

Thickness	11 mil
Weight	280 g/m <sup>2</sup>
Opacity	96%
Whiteness	102
Brightness	93
pH	Acidic
Optical brighteners	No
Fire Rating	ASTM E84, Class A

*\*All values are targets*

**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

**COMMON APPLICATIONS**

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

**PROCESSING TIPS**

- Preferred side out

**FINISHING & PRINTING**

- Set printer for highest print quality
- Liquid laminates are recommended for wallcovering
- Visit [www.magicinkjet.com](http://www.magicinkjet.com)
- Media profiles
- "Tips & Tricks" - Wallcovering Installation

**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%